

# Albers in World Trademark Review: Demand for Weight-Loss Drugs Highlights Key factors for Brand Owners Tackling Opportunistic Infringers

---

October 12, 2023 Purvi Albers

---

PRACTICES Trademark and Advertising

---

Haynes Boone Partner [Purvi Patel Albers](#) was quoted in a *World Trademark Review* article on recent developments with soaring demand for popular diabetes and obesity drugs, and what brand owners can do when opportunists take advantage of supply issues.

Read an excerpt below:

"This reminds me of the beginning of COVID," says Albers, partner at Haynes Boone in the United States. At the start of the pandemic, counterfeiters seized on supply chain issues to sell fake COVID-19 masks, she recalls.

Albers is an admirer of 3M's approach to anti-counterfeiting awareness, which she describes as the best she has seen to date. The US conglomerate, which specialises in the production of healthcare and work safety equipment, took its anti-counterfeiting efforts to an unprecedented level during the pandemic. Early on, the company established a global brand protection team to address the rise of counterfeit respirators, setting up international hotlines for consumers to report fake products and disseminating information on how to identify them.

"Education is key," Albers stresses. "This whole educational component, as well as the press releases, I think are very important," she says.

To read the full article from *World Trademark Review*, click [here](#).