

Understanding counterfeits and combating piracy: new insights into consumer behaviour, online platforms and modern intellectual property enforcement tools



Mathieu Fouvy: Entrepreneur and marketing strategist with over 20 years of experience leading Creatives SA, a Lausanne-based agency specialized in branding, digital and social media strategy. Lecturer in Social Media Strategy at HEC Lausanne Executive Education since 2016, exploring how marketing, consumer behavior and artificial intelligence shape today's purchasing decisions. Former Head of strategy at Orange and executive officer at the Fédération Aéronautique Internationale.



Stefan Vogler, a trade mark expert, worked as an entrepreneur in the communications sector for 23 years. Until 2006, he was also the Chairman and a Managing Partner of Grey Switzerland, which is part of the agency network WPP. He now works as a consultant on branding, marketing and communications, a lecturer and programme director at the University of Applied Sciences in Business Administration Zurich (HWZ), a member of a board of directors, and a part-time commercial judge at Zurich Commercial Court. Since 2022, he has co-hosted the stefanundstefan HWZ podcast with Stefan Eggenberger and guests, in which they discuss current topics relating to communications, trademarks, leadership and management. At this conference, he will be hosting a live podcast with guest Marc Wullschleger. www.markenexperte.ch.



Olivier Beaudet-Labrecque is a full professor at the Haute école de gestion Arc and Dean of the Institut de lutte contre la criminalité économique. Trained as a criminologist, he holds a MAS in Economic Crime Investigation and a CAS in Digital Investigation. His research and teaching primarily focus on cybercrime, money laundering, and the digital aspects of economic crime. He regularly contributes to these subjects for various international organizations as an expert or as part of training programs for foreign authorities.



Dominik von Werdt, MLaw, is a jurist and process manager at the Swiss Federal Institute of Intellectual Property (IPI) in Bern, where he manages the Customs Assistance Procedure for Small Consignments – a procedure transferred from the Federal Office for Customs and Border Security to the IPI in July 2025. He coordinates between customs authorities, logistics partners, and rights holders, and drives ongoing process optimisation and documentation. He holds a Master of Law from the University of Bern and has held various roles at the IPI and other public-sector organisations.



Yves Brouze: With an academic background at the intersection of forensic science, computer science, and law, Yves Brouze began his career at the Federation of the Swiss Watch Industry in 2009 as a scientific collaborator within the Online Enforcement unit. Tasked with developing efforts to combat the online sale of counterfeit watches, he has played a key role in the technical evolution of the unit as well as in expanding its monitoring activities across websites, e-commerce platforms, and social media. In 2018, he took over as head of the Online Enforcement unit, with the objective of strengthening continuous and proactive monitoring. Since then, the unit has been continuously working to identify and dismantle online counterfeit sales networks across all channels.



Carole Aubert is a Swiss lawyer specializing in digital technologies, intellectual property, and anti-counterfeiting. She currently serves as Head of the Legal Division at the Federation of the Swiss Watch Industry (FH), where she leads legal, Intellectual Property enforcement and anti-counterfeiting matters, Geographical indications and standardization initiatives. With over twenty years of experience at the crossroads of law, technology, and innovation, she has developed recognized expertise in IP protection, IT and data privacy law, and regulatory compliance. Prior to her current role, she held senior legal positions within prominent Swiss companies and law firms, advising on complex matters such as technology transfer, software licensing, e-commerce, cybersecurity, and domain name enforcement. She also spent more than a decade directing online anti-counterfeiting strategies within FH's online monitoring Anti-Counterfeiting Department. Carole Aubert holds a Master of Law magna cum laude in legal issues related to information technologies from the University of Lausanne, as well as a law degree from the University of Neuchâtel. A member of the Neuchâtel Bar, she is also a published legal author and co-editor of a leading commentary on Swiss tenancy law. She is frequently consulted on the legal challenges posed by innovation and digital transformation.



Slaven Savic - started his professional career in retail, where he attended the commercial school "H.B.S." during the latter stages. For the past five years, he has been working in customer service at [tutti.ch](https://www.tutti.ch), where he has specialized in Fraud Mitigation for the last two years. In his daily work, he deals extensively with counterfeit products and fraudulent listings. Through both professional experience and personal interest, he has developed strong knowledge of the most common counterfeit goods and market trends. This expertise allows him to identify suspicious activities and apply targeted strategies in the fight against counterfeit trade and online fraud.



Corina Mariani - started her career in retail, where first exposure to counterfeit related topics was gained. 8 years ago, she joined Ricardo in 1st level support and moved to the 2nd level team two years later, focusing on fraud prevention and counterfeit investigations. For the past 1.5 years, she has been part of SMG Swiss Marketplace Group in the Trust & Safety field.



Live HWZ Podcast stefanundstefan Brand piracy – a gentleman’s offence or a crime with the potential to cause immense damage? Stefan Eggenberger and Stefan Vogler, with guest speaker Dr Marc Wullschleger, President of Stop Piracy