

Department of Intellectual Property and ECD Launch Crackdown on IP Infringement;

Major Bangkok Malls and Northern–Eastern Markets Inspected,

Over 10,000 Items Seized Worth 14.9 Million Baht

The Department of Intellectual Property (DIP), in collaboration with the Economic Crime Suppression Division (ECD) of the Royal Thai Police and authorized representatives of intellectual property rights holders, has intensified inspections of infringing goods sold in shopping malls and retail outlets in Bangkok, in parallel with operations in the Northern and Eastern regions of Thailand. From 15-31 January 2026, authorities carried out enforcement actions in 32 cases, resulting in the seizure of 11,802 infringing items. The estimated economic damage amounted to over 14.9 million baht.

Mrs. Auramon Supthaweethum, Director-General of the Department of Intellectual Property, announced that the DIP, together with the ECD and intellectual property rights holders, has launched comprehensive enforcement operations to suppress intellectual property infringement nationwide. In the first month of the year, joint task forces were deployed across both central and regional areas to intercept and prevent the circulation of infringing goods. These operations comprised: (1) mobile patrol units targeting major shopping centers and key commercial districts in Bangkok, such as those in the Pathum Wan and Ratchathewi areas; and (2) regional task forces focusing on tourist destinations and storage facilities in the Northern provinces (including Phitsanulok, Kamphaeng Phet, Uttaradit, Phayao, Nan, and Chiang Mai) and the Eastern provinces (including Nakhon Nayok, Sa Kaeo, Chanthaburi, Trat, and Chon Buri). Key locations included Rong Kluea Market, Night Bazaars, Mike Shopping Mall, and the Pattaya Beach area. These efforts aimed to disrupt and dismantle both retail and wholesale distribution networks of infringing goods, with particular emphasis on warehouses, commercial zones, and tourist areas in order to prevent further dissemination of counterfeit products and to enhance confidence among tourists that Thailand is neither a source nor a marketplace for infringing goods. The operations also sought to discourage tourists from purchasing counterfeit products. As a result of these operations conducted over the two-week period (15-31 January 2026), authorities arrested 25 suspects in 32 cases and seized a total of 11,811 infringing items. The seized goods included pirated and counterfeit products

bearing the trademarks of well-known brands such as Chanel, Valentino, Chloé, Louis Vuitton, Hermès, Dior, Gucci, Lancôme, YSL, Adidas, and Nike. The majority of the seized items comprised footwear, clothing, trousers, bags, socks, perfumes, insulated tumblers, stationery, and chainsaw chains. All cases have been forwarded to investigators for further legal proceedings.

In 2025, the Department of Intellectual Property integrated enforcement efforts with the Royal Thai Police (ECD), the Customs Department, and the Department of Special Investigation (DSI) to combat intellectual property infringement. A total of 1,180 cases were prosecuted, representing a decrease of 17.37 percent compared to 2024. However, the number of seized items increased to 3,506,078 pieces, an increase of 24.32 percent, with total estimated damages rising to 1,175,736,896 baht, an increase of 64.10 percent compared to 2024.

Mrs. Supthaweethum further emphasized that preventing and addressing intellectual property infringement requires cooperation from all sectors. The public is urged not to buy, use, sell, support counterfeit goods in any form. She reaffirmed that the DIP will continue to closely monitor and rigorously suppress intellectual property infringement in economic zones, commercial districts, shopping centers, and tourist destinations nationwide, in order to promote a favorable trade and investment environment, strengthen confidence among domestic and foreign investors, and support the sustainable growth of the Thai economy. The public is encouraged to assist in monitoring and reporting suspected intellectual property infringement, whether online or offline. Information and tips can be submitted via the DIP's website at www.ipthailand.go.th under the service section "Report Intellectual Property Infringement," or through the hotline at 1368.



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