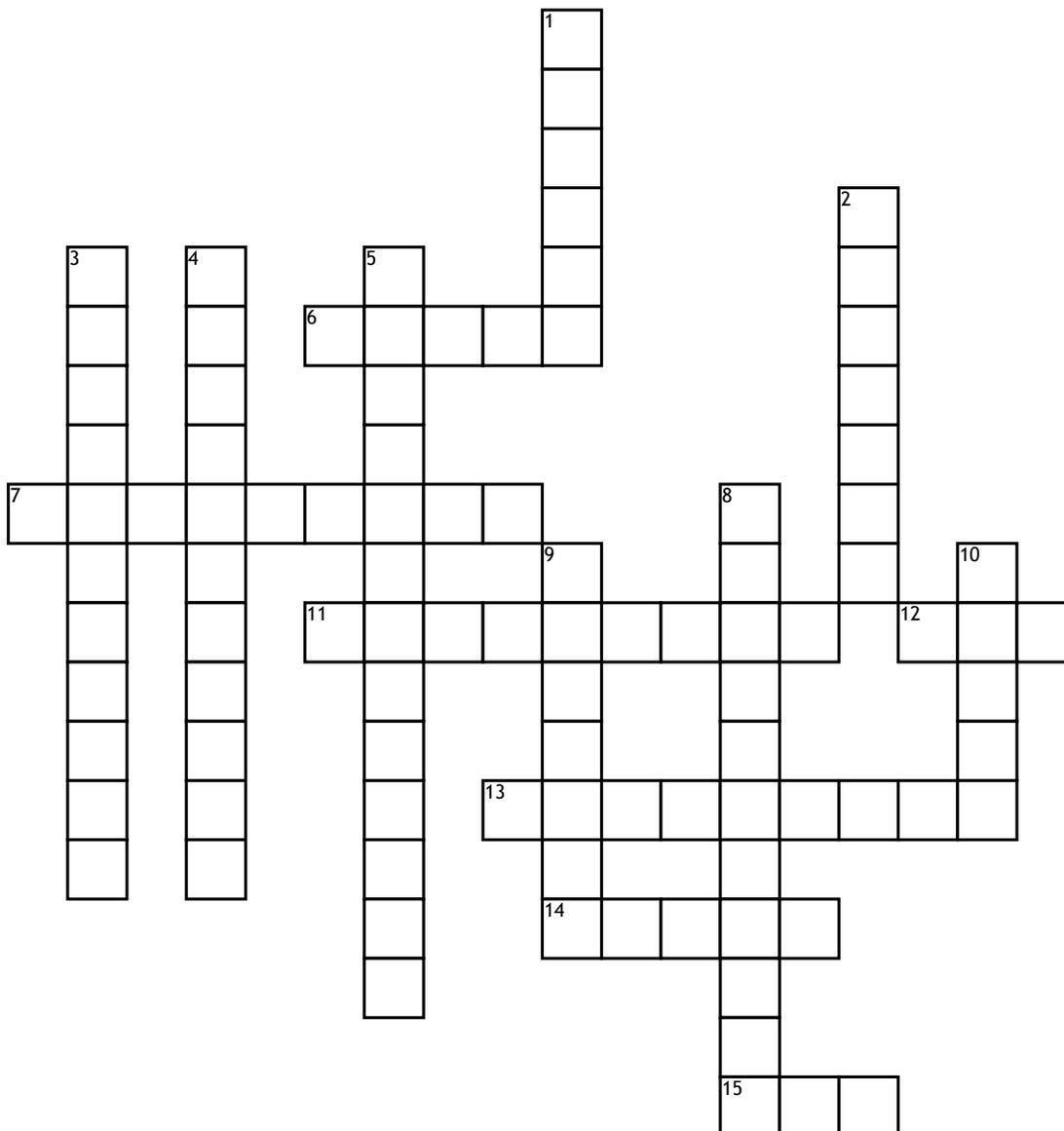


Global Brand Protection



Across

6. Great than what percent of medicines purchased online from sites that conceal their physical address are counterfeit

7. Illicit Trade _____

11. Altering the expiration date of a product

12. An estimated 1 in _____ medical products in low- and middle-income countries is substandard or falsified

13. A product moving to a location it shouldn't be in is called this

14. Counterfeit drugs affect _____ region of the world

15. Percent of revenue lost in healthcare due to illicit trade (spelled out, according to WHO)

Down

1. The most important concern with counterfeiting is a patient's _____

2. First line of defense to intercept products entering a country

3. the World Health Organization estimates counterfeiting costs the global pharma industry US _____ (spelled out, no spaces) billion a year

4. Global Brand Protection is part of what organization (no spaces)

5. A-CAPP has ties to what University (no spaces)

8. No two products have the same

9. A real product

10. Number (spelled out) of locations that GBP employees reside in