



# Buyer Beware: Don't Let Counterfeit Goods Ruin Your Holidays

U.S. Chamber of Commerce conducts nationwide media tour featuring Kasie Brill, Vice President of Brand Protection & Strategic Initiatives, discussing the launch of the Shop Smart campaign.

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Counterfeit goods are a problem all year long, but demand for gifts, household products, virtual learning items, and even health products, means **the holiday season is an especially busy time for crooks.**



**GIPC**  
GLOBAL INNOVATION POLICY CENTER

## TOP 10 TIPS TO SHOP SMART



### TRUST YOUR INSTINCTS

*If it's too good to be true, it probably is.*

1

### INSIST ON SECURE TRANSACTIONS

*Make sure your payments are submitted via websites beginning with https:// (the "s" stands for secure) and look for a lock symbol at the bottom of your browser.*

2

### WATCH FOR MISSING SALES TAX CHARGES

*Businesses trading in counterfeit goods often do not report their sales to financial authorities—a difference you may notice in the final price.*

3

### SEEK QUALITY ASSURANCE IN THE SECONDARY MARKET

*Reputable and reliable resellers have comprehensive inspection and authentication procedures and technicians to inspect the equipment they sell.*

4

### BE CAREFUL PURCHASING MEDICINE ONLINE

*96% of online pharmacies do not meet safety or legal standards.*

5

### BE VIGILANT WHEN BUYING ABROAD

*When shopping on international websites, look for trusted vendors that use identifiable privacy and security safeguards and have legitimate addresses.*

6

### GUARD YOUR PERSONAL INFORMATION

*Illicit websites often install malware that can steal your credit card information and other information stored on your computer.*

7

### SCRUTINIZE LABELS, PACKAGING, AND CONTENTS

*Look for missing or expired "use by" dates, broken or missing safety seals, missing warranty information, or otherwise unusual packaging.*

8

### REPORT FAKE PRODUCTS

*Report unsafe counterfeit products to the National IPR Center or the Consumer Product Safety Commission.*

9

### SPREAD THE WORD

*Share these tips! Teach your family, friends, and coworkers about counterfeits.*

10

Top 10 Tips To Shop Smart

**Counterfeit products cost the global economy over \$500 billion dollars a year.**

Ahead of the holiday shopping season, the U.S. Chamber of Commerce's Global Innovation

Policy Center is raising awareness with consumers about the dangers of counterfeit goods and how to avoid falling for scams.

Because of the global pandemic and shifts in shopping habits more consumers than ever will be looking for a good deal online, and with that, the likelihood of coming across counterfeit items increases.

Kasie Brill, Vice President of Brand Protection & Strategic Initiatives at the U.S. Chamber of Commerce conducted a nationwide media tour in conjunction with YourUpdateTV and D S Simon Media to discuss:

- How big of a problem the sale of counterfeit goods is in the U.S.
- Why the current Covid-19 pandemic is increasing the number and sale of counterfeit goods
- Details on why health products are also susceptible to counterfeiting
- How the U.S. consumer can protect themselves against buying counterfeit goods

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#### **About YourUpdateTV:**

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