



# Awareness of Counterfeits in E-Commerce

## How to say NO to fakes by KNOWING Fakes!

U.S. Customs and Border Protection wants to help you understand consumer online shopping responsibilities. U.S. consumers spend more than \$100 billion every year on intellectual property rights (IPR) infringing goods, falling victim to approximately 20% of the counterfeits that are illegally sold worldwide. Be aware before you buy by following these guidelines.

### Impacts on our economy

*Is it too good of a deal?*

A low price doesn't mean it is smart to buy! Counterfeiters may use **false reviews** to obtain an **unfair advantage over legitimate businesses**, tricking you into buying fake, defective, and/or dangerous products.



*Buying fakes directly hurts  
real businesses!*

### Legal implications for everyone involved

*Do you know who is getting your money?*

It is **illegal** to purchase counterfeit goods for many reasons. However, many people don't realize that the creation of counterfeits can involve **forced labor, human trafficking**, or support other **criminal enterprises**.



*Even innocuous fakes can fund  
criminal causes!*

### Risks to our own health and safety

*Does your purchase meet safety guidelines?*

Counterfeiters may take advantage of high demand goods that are meant to help people. Many counterfeit products are low-quality and can cause **injuries or even death** when used.



*Counterfeiters don't care about the  
well-being of you or those close to you!*

Protect yourself, others, and America by avoiding counterfeit goods!