COUNTERFEITING: BUYER BEWARE

Counterfeits are non-genuine goods that infringe on the intellectual property of rights holders. Counterfeiting is a deliberate intent to deceive buyers by copying and distributing goods bearing trademarks without authorization from trademark owners.

Counterfeit goods generally fail to meet the full range of product specifications and performance standards, but may have the look and feel of the genuine article.

THE IMPACT?

The danger counterfeits present isn't always obvious.

- Lost revenues
- Degraded brand equity
- Potential harm to end users

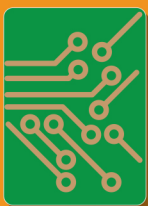## EXAMPLES OF COUNTERFEIT PRODUCTS
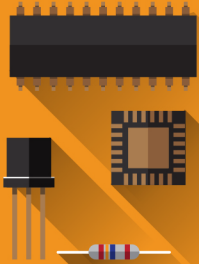
- **Electronic supplies**
  - Printer consumables
  - Batteries
- **Printed circuit boards**
- **Semiconductor parts and components**
- **Software and software documentation**
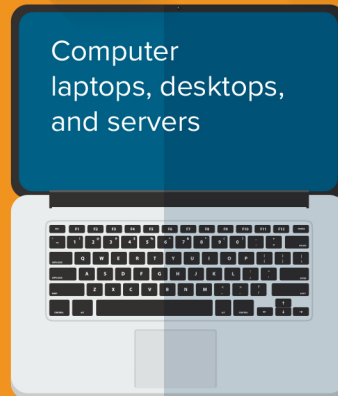- **Higher level electronics systems**
  - Phones
  - Disk drives
  - Computer laptops, desktops, and servers

STATS AND FACTS

One in 10 IT products sold may actually be counterfeit

Counterfeiting is one of the **fastest-growing** industries in the world – thanks in large part to the internet

Counterfeit products are projected to drain **$4.2 trillion** from the global economy by 2022

(International Chamber of Commerce)

TIPS TO PREVENT

Advise customers to only purchase from **authorized suppliers**

Ensure **digital authentication** methods are in place:
- QR codes
- 2D tags
- Holograms
- Blockchain

Educate authorized channel distributors and resellers

Secure the supply chain

"The counterfeit problem is an ever-growing one, enabled by the 24/7, global nature of the internet. It benefits the public and private sectors to work together to address the issue, and sharing policies and best practices is one way to do this."
- AGMA President

Learn more: www.agmaglobal.org