



World Anti-Counterfeiting Campaign

Be Safe Buy Real



Be Safe Buy Real Campaign

Underwriters Laboratories' World Anti-Counterfeiting campaign is an annual global campaign that advocates for a safe, fair, fake-free world.

Together our aim is to:

- **Protect the public** from health and safety risks.
- **Protect society** from the criminal activities funded by the sales of counterfeit products.
- **Raise awareness** about the safety advantages of buying real products.

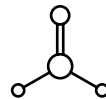


Campaign Topics

Be Safe Buy Real	
Q1 Jan - Mar Consumer Safety	Q2 Apr - June Human Health
Q3 July - Sept Digital Safety	Q4 Oct - Dec Home Safety



2021 Performance



Collaborative Content

Don't let counterfeiters profit at the expense of your health

Report insight by Laura Dempsey, Director, Intellectual Property Rights & Commerce Division, Trade Policy & Programs, U.S. Customs & Border Protection, Office of Trade.

How to spot counterfeit products online

1. Buy from reputable stores and online sites. Check that a website looks genuine and that grammar and spelling are correct, especially of email and website addresses.
2. Be wary of giving your bank details. Check that the website's payment page is secure.
3. If a deal looks too good to be true, it probably is. Massively discounted branded products may not be authentic.
4. Avoid products for sale via social media or text message. Sellers of fake goods have flocked to social media to peddle their products in huge numbers.

India's answer to counterfeiting and smuggling

Report insight by Anil Rajput, Director, ITC-COOLING.

With the rise of counterfeit goods, India's answer to counterfeiting and smuggling is to create a robust legal framework and enforce it strictly. The Indian government has taken several steps to combat counterfeiting, including the introduction of the Trademark Act, 1999, and the Trademark Protection Act, 2011. The government has also established the Trademark Registry and the Trademark Office to manage the trademark system. In addition, the government has taken steps to strengthen the enforcement of trademark laws, including the creation of the Trademark Vigilance Committees and the Trademark Watchdogs. The government has also taken steps to raise awareness among consumers about the dangers of counterfeit goods and the importance of buying real products.

Unapproved, counterfeit and decorative contact lenses contain microbial contamination

Frequently found in hospital waste water!

Eye damage from poorly manufactured or contaminated contact lenses can include:

- Corneal scratches
- Eye irritation and dryness
- Decreased vision
- Amoebic and bacterial infections
- Innate system damage

7. Report incidences of product harm or illegal contact lens sales.



32 partners



For more information on how to participate in the campaign, please email at BeSafeBuyReal@ul.org.
<https://besafebuyreal.ul.org/>