

TIC COUNCIL

AN ESSENTIAL GUIDE TO HELP YOU OUTWIT COUNTERFEIT

N O V E M B E R 2 0 2 2



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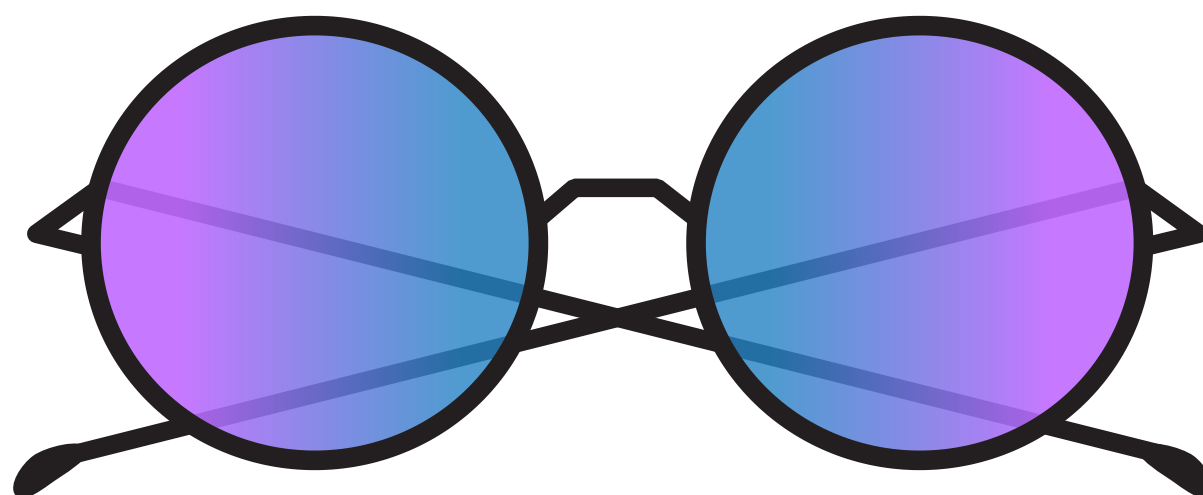
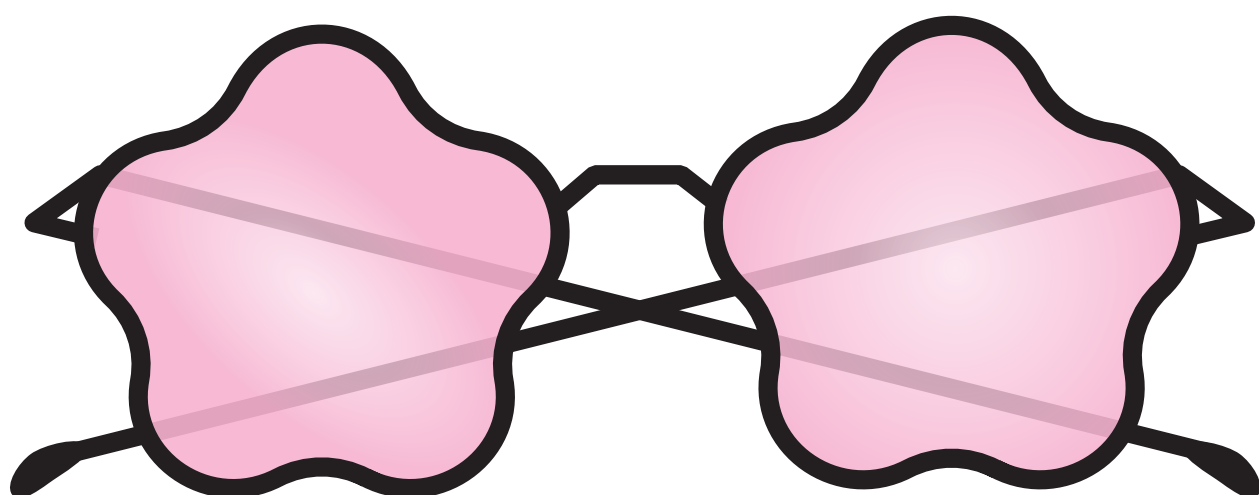
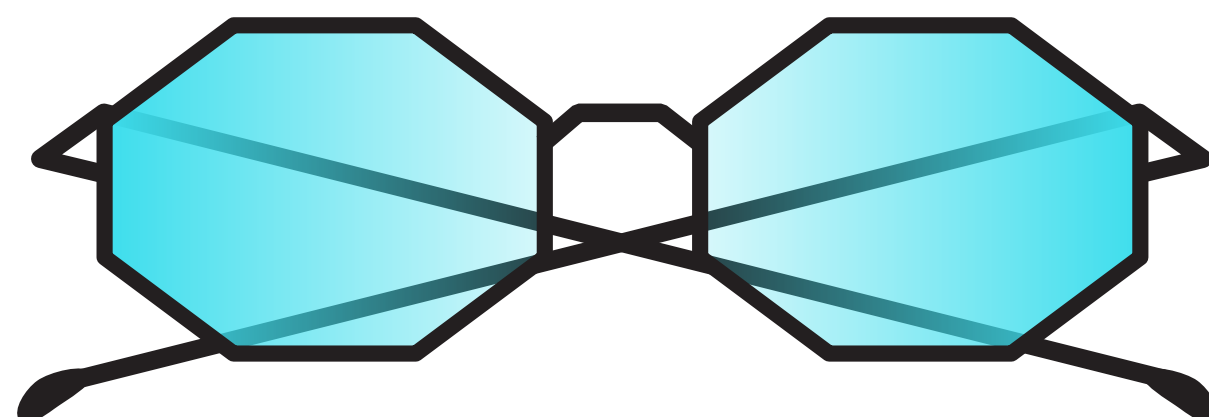
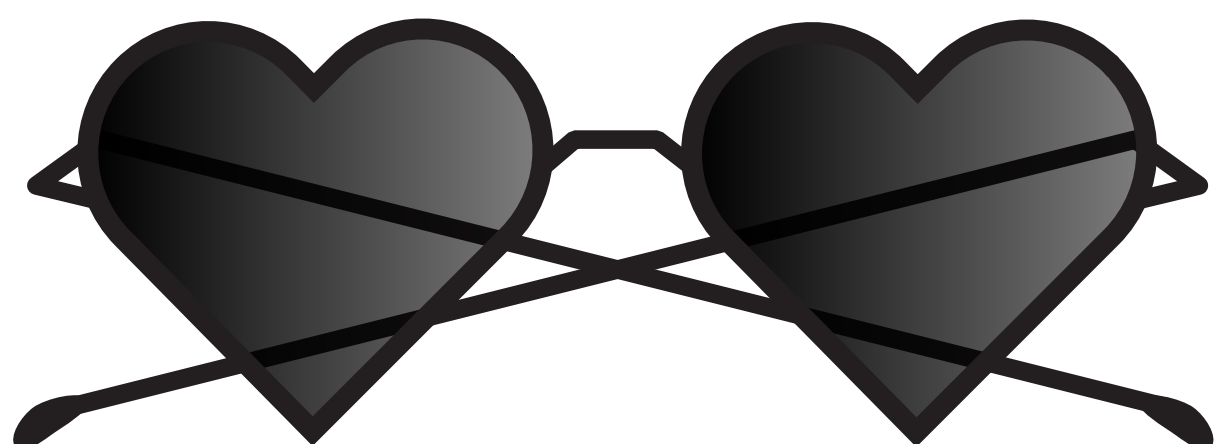
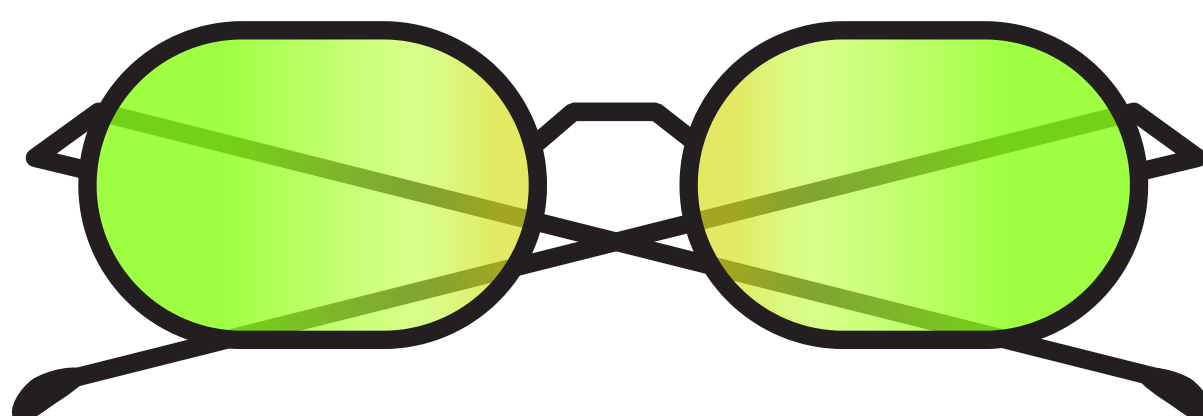
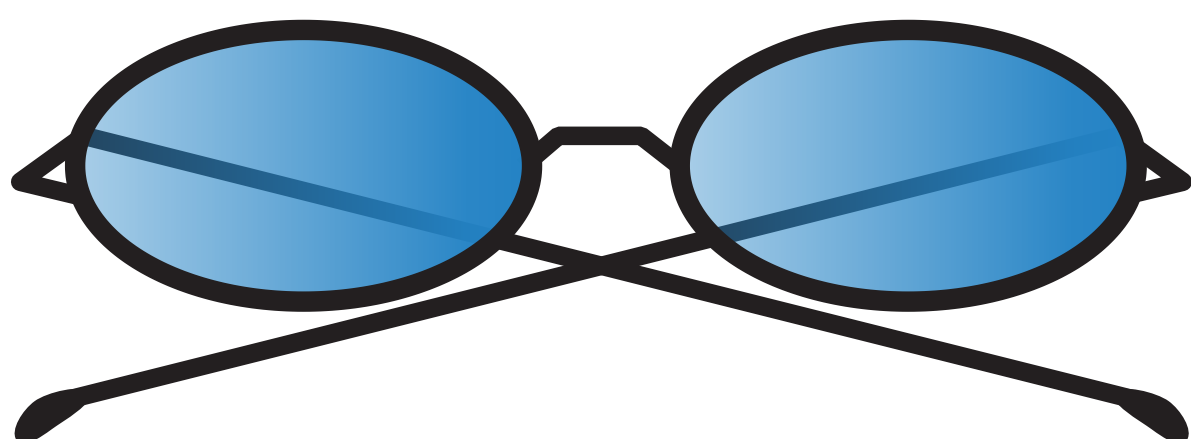
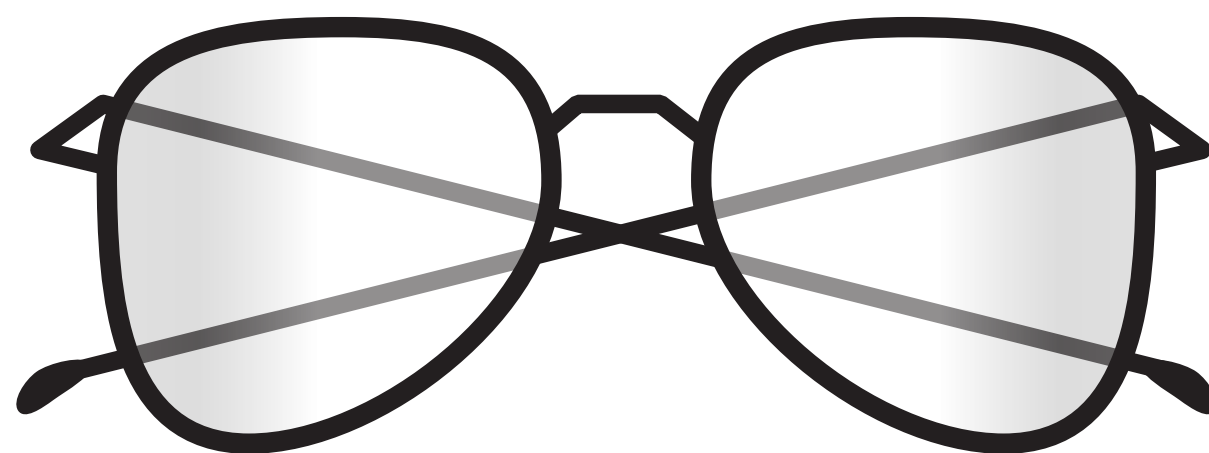
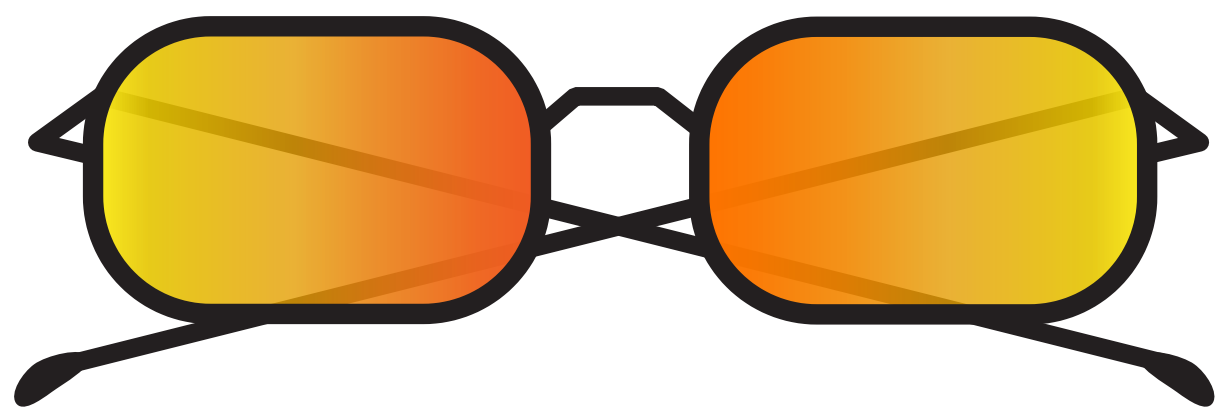
A Look Into Misadventure One

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Key Counterfeiting Terms

~~FAKE~~

YOU LOOK GOOD IN **REAL** SUNGLASSES.



Sunglasses and eyewear were the second most seized counterfeit health and safety product in Fiscal Year (FY) 2020, according to the U.S. Customs and Border Protection (CBP). These counterfeit items accounted for 24% of seizures, trailing only consumer electronics at 27%.

Don't jeopardize your summer fun with eye damage! Fake sunglasses are often made of low-quality materials that may contain hazardous materials, lack adequate UV protection, and can easily break. Want to know more about other common counterfeited items? Check [this video](#) out!

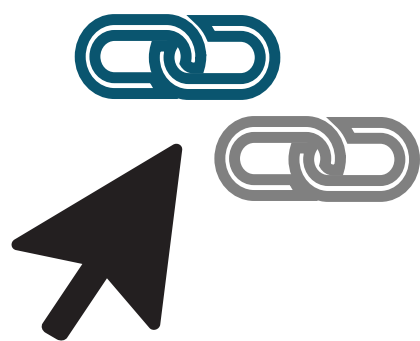
KEY TIPS & TRICKS TO AVOID THOSE COUNTERFEITS

Thanks to the rise of social commerce and e-commerce stores, it's easy to scroll for good deals or get the latest brand drop online.

Shopping online can be convenient, but keep an eye out for questionable sellers and sketchy websites. A counterfeit product can appear identical or very similar to an authentic product, so telling the difference can be a challenge.

This guide has essential tips for you to use and red flags to keep in mind the next time you shop online.

GENERAL TIPS



- Avoid any unknown, unfamiliar, or sketchy websites.
- Look closely at the domain name in the address bar.
- Check to see if there is a lock symbol next to the address bar.
- Locate and verify the "About" section and contact information (e.g., phone number, company address, and social media).

THE WEBSITE

- Buy directly from the brand's website or reputable retailers that you recognize.
- Watch out for replicated or similar variations of logos, brand names, and content.
- Be aware of counterfeit trademarks, certifications, and markings.
- Don't click on suspicious advertisements or links.



THE PURCHASE



- Check and read customer reviews.
- Steer clear of any purchases that seem "too good to be true", such as those with incredibly low or discounted prices.
- Look for any additional charges or hidden fees before and after purchase.

THE PRODUCT

- Look for the misspelling of common words or incorrect names.
- Confirm that the color matches the website image, or look for discoloration on the product itself.
- Examine packaging of product for poor quality or flimsiness.
- Check for incorrect or distorted logo/brand name on the package and/or product
- Inspect for missing parts, safety seals, markings, and warranty information.
- Be aware of any strong odors that may smell strange or chemical-like.



MEET THE MISHAPS

You might be wondering- what is the big deal about counterfeiting? Are counterfeit products really dangerous? What kinds of dangers are associated with counterfeits? You have questions and the Misadventures of the Mishaps have answers. Follow the Mishap family as they uncover the dangers and safety risks associated with counterfeit products and fake certification marks by [reading the comics](#) or [watching the videos](#).



The Mishaps are an alien family composed of five members: Mrs. Mallory Mishap, a scientist and well-organized mum; Mr. Marvin Mishap, the clumsy and artsy stay-at-home dad; Mandy, the know-it-all teenager; Matty, the reckless troublemaker, and little baby May.

The Mishaps have just landed on Earth and are not very familiar with the local habits and traditions, especially when it comes to day-to-day appliances. The family tend to buy the cheapest products without acknowledging their safety, because they are not aware of nor concerned to the world of counterfeiting and thus are not able to recognize an authentic certification mark. Due to this lack of understanding, the family faces various hazards that can put their lives in danger.

Will the Mishaps learn from these hazards? Head to the next page to find out!

Misadventure One begins



The story continues...

I'm not done reading!

I want to watch what happens next!

KEY TERMS

Rogue operators – Individuals and organizations taking advantage of the system and falsifying test reports or certification documents.

Certified product – A product that has been tested and certified by an accredited organization.

Compliance – What a product or system shows when it meets applicable regulatory requirements.

Conformity documents – Documents from an accredited organization or self-declared by the manufacturer (where applicable) showing a compliance to the applicable standards. This may include test reports and certificates.

Counterfeit marked product – Product which bears a certification mark, but that has not been certified by an accredited TIC organization.

Hidden links - Links embedded on a false product image that conceals what consumers are actually buying when clicking on an ad.

End user – The person who uses the product; typically, the product's consumer.

Manufacturers – The organization who assembles and distributes the final product.

Regulation authorities – Individuals or agencies responsible for ensuring products have been appropriately tested and certified.



Learn more about counterfeit marks with the [TIC Council Anti-Counterfeiting Committee Member Mark Reference Guide](#) and [TIC Council's Check the Fake Campaign FAQ](#)





For more counterfeit fun, facts, and information, check out the TIC Council Americas Anti-counterfeiting Action Center!

Anti-counterfeiting Action Center



Bringing visibility to anti-counterfeiting is more important than ever with the rise in unsafe, counterfeit products that not only affect consumers but pose significant risks to economic, environmental, and social systems. We hope that you will join TIC Council in our fight against counterfeits as we bring awareness to the safety dangers and deceptive nature of counterfeits.

Join us as we begin to investigate the critical issue of counterfeiting and the impact it has on communities worldwide.

[Click here](#) to read our recommendations.



Read Our Pages

PANELS, POSITIONS, & PRESS RELEASES



PRESS RELEASE: The Fight Against Fakes, TIC Council Launches Anti-Counterfeiting Resource Page



PRESS RELEASE: TIC Council Americas Reminds Consumers to be Wary during National Anti-Counterfeiting and Consumer Education and Awareness Month

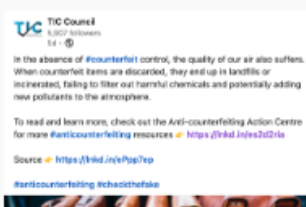


PRESS RELEASE: TIC Council Americas signs the Shop Safe coalition Letter in Support of US Legislation to Address Counterfeiting



Help Us Fight

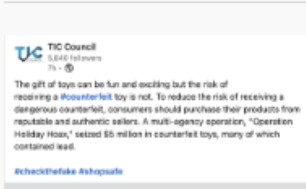
OUR [TWITTER](#) AND [LINKEDIN](#) POSTS



PRESS RELEASE: U.S. Customs and Border Protection (CBP) Seizes 15,000 Counterfeit Water Filters



Over 1,200 Fake Refrigerator Water Filters from China Seized by CBP at L.A. Border Station



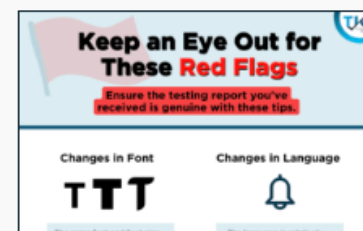
Counterfeit Goods: A Banger to Public Safety

Learn the Facts

DATA, FACTS, & INFOGRAPHICS



TIC Council Recommendations | Week 4



INFOGRAPHIC | Keep an Eye Out for These Red Flags



Certification 101
Learn the Facts, what a certification mark is, and how does certification contribute to an improved quality of life.



DID YOU KNOW | Week 4 Fact

