TIC Council Recommendations

Addressing Counterfeits and Kicking Them to the Curb
Recommendation #1: E-commerce and Social Commerce
Implementing policies for sellers to provide proof and authentication to ensure goods are certified and legitimate;

Adopting stronger and comprehensive language in seller agreements to prevent forfeiture/loss of products by disclosing data and information relating to infringement; and

Organizing communication efforts to notify IP rights holders of suspicious or unusual activity.

Improve surveillance of counterfeit goods on e-commerce sites and platforms by:
Recommendation #2: Public-Private Collaboration
Encourage joint efforts between public and private sectors for ongoing dialogue and action including:

- Information-sharing initiatives between all parties to resolve IP infringement;
- Provision of unredacted images and information of alleged counterfeit marks for more accurate comparisons in the evaluation process; and
- Deliver Fines, Penalties, and Forfeiture (FP&F) letters promptly, including CBP case or inquiry reference numbers.
Recommendation #3: Stakeholders
Establishing effective enforcement rules to combat counterfeiting of trademarks and copyright piracy;

Additional penalties in cases where counterfeit goods endanger consumer health or safety; and

Prioritize funding and resources to agencies to effectively monitor counterfeit goods and enhance consumer awareness.

Enhance trade agreements with robust intellectual property (IP) protections and other safeguards as well as more allocation of resources for IP enforcement and education that can include:
Information brought to you by TIC Council’s "Recommendations for Combating the Growth of Counterfeit Goods Sold in the United States," which can be found here.