

# **TIC Council Recommendations**

**Addressing Counterfeits and  
Kicking Them to the Curb**





# **Recommendation #1:**

## **E-commerce and Social Commerce**



## **Improve surveillance of counterfeit goods on e-commerce sites and platforms by:**

- 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.



# **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**



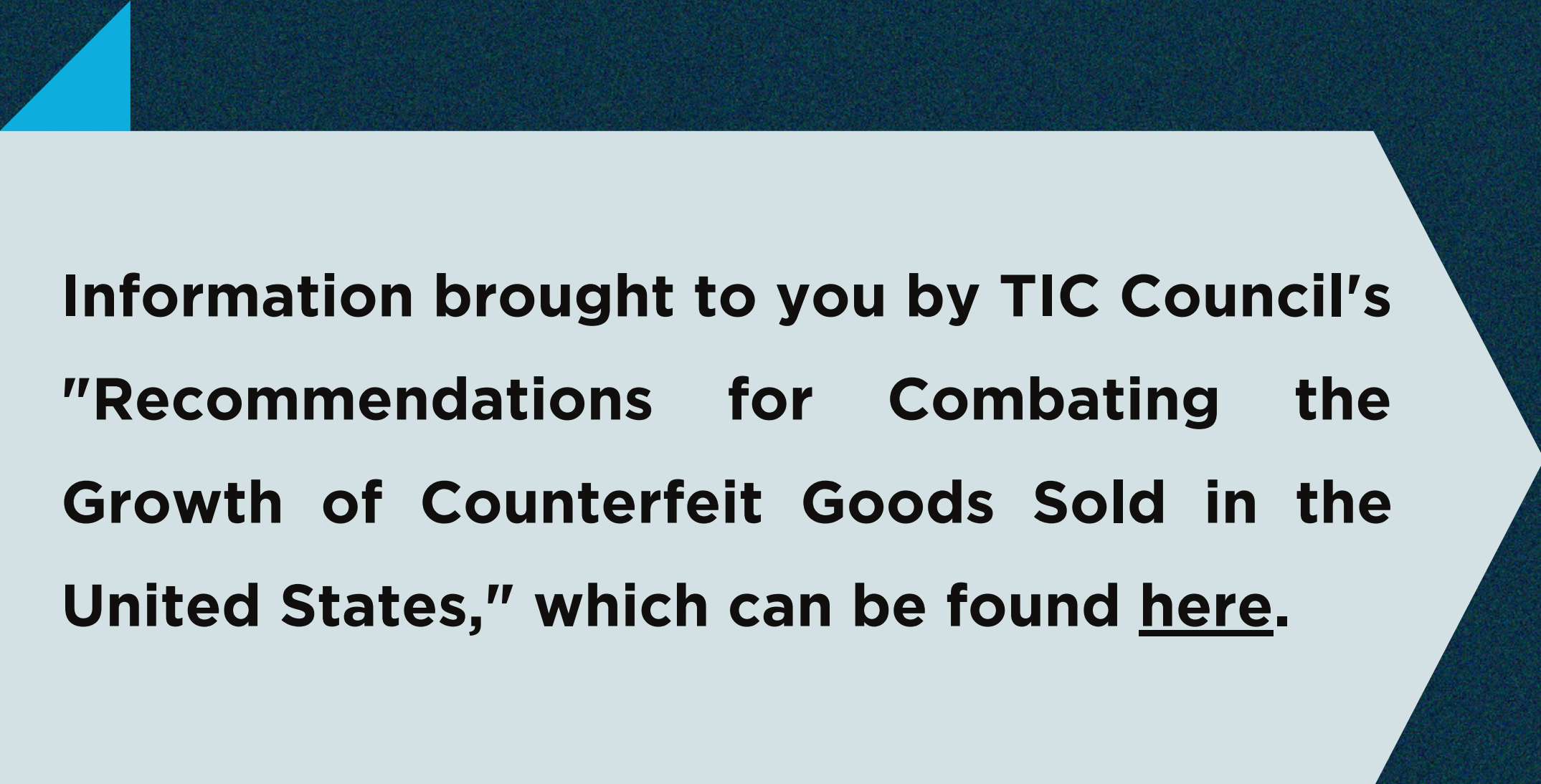


**Enhance trade agreements with robust intellectual property (IP) protections and other safeguards as well as more allocation of resources for IP enforcement and education that can include:**

- 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



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**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](#).**

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