

Counterfeits Can Be Dangerous!



GET INFORMED!

**2016-2017
Crime Prevention
Month Kit**



**Counterfeits shown*



Canon

How To Use The Materials In This Kit:

To help you celebrate Crime Prevention Month, this calendar contains tips and information for you to use throughout the year. Also included are a few sheets designed to be printed or photocopied for your distribution. It has a space for sponsors, local phone numbers, and addresses. You can download the entire kit from ncpc.org/stopfakes or usa.canon.com/aboutcounterfeits.

Although these materials are copyrighted to protect their integrity, you may produce as many copies as you would like for free distribution as long as you do not change the text or delete NCPC's credit line without written approval from NCPC. Some printers will need to see written proof that you have permission to print or copy these materials before they will proceed with the job; this page serves as that permission. You may add your local group's name, address, phone number, and website where space is provided.

If you wish to change the text or if you wish to use McGruff® or Scruff® in locally printed materials or settings, contact the Trademark Control and Quality Review Committee at NCPC, 2614 Chapel Lake Drive, Suite B, Gambrills, MD 21054; 443-292-4565. You can download a copy of *Guidelines for McGruff® and Related Marks* from ncpc.org.

This year's **Crime Prevention Month Kit** is dedicated to providing information and resources related to the dangers of using counterfeits. It has plenty of resources for consumers, crime prevention practitioners in all fields, and law enforcement personnel.

This kit provides information that consumers of electronic devices, especially camera power accessories, can use in order to be aware of the dangers of counterfeit products. Each month features some aspect of crime prevention that touches on counterfeit products and what you can do to avoid purchasing counterfeits.

Here are some ways to use this kit:

- Hand out brochures at McGruff® events, civic meetings, and school assemblies. Ask libraries, recreation centers, medical offices, mall kiosks, and local businesses to display and distribute materials. Ask social service agencies, arts organizations, museums, and photography shops to display brochures in their entrance ways and waiting areas. Enlist members of your Neighborhood Watch groups to pass them along to other residents.
- Organize a Crime Prevention Month parade in October and have McGruff® help distribute materials to the crowd. Set up a crime prevention booth at a local mall. Hold a crime prevention fair during October.
- Look for an organization that may already be dealing with an issue covered in this kit. Local businesses and shops, photo enthusiasts, schools, clubs, and meet up groups would be excellent places to leave the anti-counterfeit related materials in this kit.
- Link your crime prevention website to NCPC's website for downloadable materials that will be added throughout the year.

Dear Crime Prevention Practitioner,

Everyone has a vested interest in protecting Intellectual Property (IP). It helps fuel our economy, provide jobs, encourage innovation and it rewards the creators of music, art, computer software, and the electronic devices we use every day.

IP theft costs jobs and increases the cost of consumer goods produced by legitimate manufacturers. One of the most common forms of IP theft is the manufacture and sale of counterfeit goods. Counterfeits can not only damage the reputation of the manufacturer of the genuine product, but poorly made counterfeit products may cause property damage and/or bodily harm – even death. Furthermore, organized crime and gangs traffic in counterfeit goods and profits from these illegal goods help fuel their other illegal activities.

We at NCPC are very proud of our Get Real campaign which launched at the White House in 2011. ncpc.org/getreal. Many resources are available at our website, to help you combat this insidious crime.

In 2013, Canon U.S.A., Inc. (Canon) launched its consumer awareness campaign educating consumers about the safety risks associated with purchasing counterfeit power accessories. This information is available on Canon's website: usa.canon.com/aboutcounterfeits.

We are delighted to have Canon join us in sponsoring this **2016-2017 Crime Prevention Month Kit**. It is designed to tackle the problem of counterfeiting head on, with information and tips you can use throughout the year.

Thank you for all you do to Take A Bite Out Of Crime® and to serve your community. Remember, you have the power to stop intellectual property crime.

All best wishes for Crime Prevention Month and a safe year,



Ann M. Harkins
Chief Executive Officer
National Crime Prevention Council



Don't Risk Your Great Holiday Pictures

Everyone loves the holidays. Starting with Thanksgiving, people are meeting, greeting and sharing good food and traditions. If there's any hallmark of the holidays—other than the turkey and the spread that goes with it—it's the group photo.

But, sometimes there's a wrinkle: batteries run down and spares are needed. Chargers get misplaced. People sometimes find they may need a flash to get that shot.

Those wrinkles could become hazardous if counterfeit products are purchased!


Camera safety tips

Counterfeit accessories can be dangerous. They may overheat, smoke, melt, or ignite and could cause bodily injury or property damage. These tips will help keep you—and your camera—safe.

- Use the correct charger—the one specified for your camera.
- Look for a security label such as a genuine hologram which changes when tilted back and forth, as can be found on select Canon accessories and battery packaging.
- Be aware if your camera body or battery charger feels excessively warm when in use.



NOVEMBER 2016

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7	8 Election Day	9	10	11 Veterans Day	12
13	14	15	16	17	18	19
20	21	22	23	24 Thanksgiving Day	25	26
27	28	29	30	 <div>Beware of counterfeiters on Black Friday & Cyber Monday.</div>		

Happy Shopping!

Shop safely online for the holidays.

As eager shoppers wait to pounce on holiday sales, they need to be aware of counterfeiters who want to entice them with promised bargains of their own. But these bargains are often not worth it in the end. Counterfeit products may threaten our health and safety.

So how can you avoid purchasing counterfeit products and contributing to organized crime, gang activity, and other criminal activities? Follow these shopping tips to help make sure counterfeiters don't steal your hard-earned money and holiday joy.

Top tips to help avoid purchasing counterfeits:

- Beware of “too good to be true” prices.
- Be careful when buying through foreign sites.
- Purchase from authorized dealers or directly from the manufacturer.
- Check to make sure the packaging is of high quality.



DECEMBER 2016

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Be Careful when buying through foreign websites.

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24 Hanukkah Begins

25 Christmas Day

26 Kwanzaa Begins

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31 New Year's Eve



**DENISE
O'DONNELL**

From the Experts

“Intellectual property theft is a complex and widespread problem that puts the health and safety of individual Americans at risk. An educated, well-informed American public is our most powerful weapon in preventing and reducing intellectual property crime. We must continue to raise awareness of the true costs and harm caused by the widespread theft of intellectual property. The BJA-funded “Get Real” Campaign, and Crime Prevention Month Kit produced by the National Crime Prevention Council do just that.”

**Denise O'Donnell, Director
Bureau of Justice Assistance
Office of Justice Programs, U.S. Department of Justice**

JANUARY 2017

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 New Year's Day	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16 Martin Luther King Jr. Day	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				
			Purchase from authorized dealers or directly from the manufacturer.			

Red Flags Can Help You Spot Fakes

Just about anything can be counterfeited – movies, handbags, jewelry, perfumes, phones, cameras, batteries, chargers, flashes – even prescriptions, wine, and baby formula. Electronics are a hot commodity in the counterfeit industry.

Here are some red flags that may indicate a fake power accessory:

- Your battery does not fit easily in your device.
- It's overheating.
- Your battery does not hold a charge.
- Logos are not consistent.


Sure-fire way to protect yourself

When in doubt, let the manufacturer check it out! Don't hesitate to contact the manufacturer with questions or inquiries.

*For Canon products, you can report any questionable sources or purchases by calling **1-855-46-CANON**.*



FEBRUARY 2017

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7	8	9	10	11
12	13	14 Valentine's Day	15	16	17	18
19	20 President's Day	21	22	23	24	25
26	27	28	<div><div><div>Make sure all parts & accessories are included with your purchase.</div></div></div>			



From the Experts



**ELLIOTT
PECK**

“The production and sale of counterfeit products is an issue that not only affects the consumer electronics industry, but can affect consumer safety as well. Purchase of these products can lead to potentially dangerous results. Unlike genuine Canon products, counterfeit power accessories, such as batteries, chargers, and flashes, are not designed to meet industry safety standards. Consequently, counterfeit power accessories may overheat, smoke, melt, or ignite and could cause bodily injury or property damage. Canon cares deeply about the safety of our customers, which is why in 2013 we launched an awareness campaign to educate consumers of the safety risks associated with purchasing counterfeit power accessories. More recently, we’ve joined forces with the National Crime Prevention Council to increase the awareness of this very important issue. Counterfeit products are fake replicas produced in a manner that is increasingly difficult for consumers to identify, which is why we recommend always purchasing from a reputable source or directly from the manufacturer. This is the best way to ensure avoiding counterfeits.”

**Elliott Peck, Senior Vice President & General Manager
Imaging Technologies & Communications Division, Canon U.S.A., Inc.
Chairman & CEO, Canon Information Technology Services, Inc.**

MARCH 2017

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Trust your instincts.
If it sounds too good to
be true, it probably is.

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Don't Be Fooled By Criminals

Legitimate inventors, manufacturers and marketers have poured their creative energy into developing authentic products, whether it's movies, music, electronic devices or accessories. The people who steal their ideas are thieves whose crimes are punishable with serious penalties.

Some of the most frequently counterfeited goods are electronic devices and the accessories that go with them, including batteries, chargers, and external flashes.



45% THINK

IT'S JUST
AS GOOD AS
THE REAL THING.

50% THINK

IT'S
CHEAPER.

* Based on a survey commissioned by Canon and conducted by Daniel J. Edelman, Inc. in November 2013 involving 1,069 U.S. adult consumers age 18 and older who said they had purchased consumer electronic products within the past year.

Total value (MSRP) of



seizures of fake goods
protected by intellectual
property theft
laws in 2014



* Source: U.S. Department of Homeland Security

Total # of U.S. jobs in intellectual property-related industries



* Source: Dr. Nam D. Pham in IP Creates Jobs for America

APRIL 2017

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Compare the logo from the original manufacturer to the logo on the product you're purchasing to be sure they are consistent.

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World Intellectual
Property Day

Gangs, Organized Crime and Counterfeiting

You're helping criminals when you buy that bargain-priced camera gear.

Gang crime is particularly prevalent in the case of counterfeit goods. Most people who buy fake products – that fashion knockoff, perhaps, or a cheap charger – would stop dead in their tracks if they knew they were helping gangs and organized crime.

The markups from counterfeiting such popular products are huge. Fake goods are made cheaply, sometimes even by prison inmates or child labor, and sold by street vendors, bargain shops, and even hoodwinked department stores that they supply. The profits are sky high, and the penalties are often minimal—at least in comparison with sentences for more “traditional” crimes.

A former Los Angeles Police Department investigator, now a consultant to the LAPD on gangs and counterfeiting, told a Los Angeles TV station that, “We’ve found it [counterfeiting] tied to murder, extortion, human trafficking, and insurance fraud.”

Help slow trafficking in fake goods by:

- Reporting gang crime.
- Working to improve living conditions in areas where gangs proliferate.
- Improving schools and recreation activities so gang members have alternatives to street crime.
- Urging the stricter licensing of vendors.
- Learning the signs of counterfeit goods and not buying them.
- Reporting any suspected intellectual property theft to the appropriate authorities.
- For businesses, improving corporate security over your company’s intellectual property.

Here is a link to NCPC’s “Premonition” ad from the IP Theft Campaign bit.ly/IPtheft.



MAY 2017

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May is National
Photography Month

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29 Memorial Day

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Beware of products
that seem flimsy or are
obviously poorly made.



**CHRISTOPHER S.
MERRIAM**

From the Experts

"Trademark counterfeiting is a massive fraud on members of the public, who rely on the products they purchase to work as promised. That promise is especially important for items such as pharmaceuticals, which need to contain a carefully calibrated dose of active ingredient to make us well, or vehicle airbags, which must deploy with split-second precision to save us in a crash. Counterfeiters use fake products to profit from our trust, and to hide from accountability when their products fail. Our mission is to hold them accountable."

Christopher S. Merriam
Deputy Chief for Intellectual Property
Computer Crime & Intellectual Property Section
U.S. Department of Justice

"The spread of counterfeit goods across the U.S. marketplace threatens the health and safety of consumers, wreaks havoc on the American economy and funds criminal organizations involved in additional illicit activities. The National Intellectual Property Rights Coordination Center supports IP enforcers across the country to aggressively pursue and target individuals illegally importing or manufacturing copyright-infringing merchandise with the intent to penetrate the U.S. supply chain. Additionally, the IPR Center closely coordinates with international law enforcement to eliminate IP theft at its source, and frequently collaborates with industry and anti-counterfeiting coalitions to better protect the American public."

Bruce Foucart
Director of the National Intellectual Property Rights Coordination Center



**BRUCE
FOUCART**

JUNE 2017

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Report any suspected intellectual property theft to your local law enforcement or stopfakes.gov.

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National Camera Day

You Can Help Stop Fakes!

Report any suspicious activity or product.

If you believe that you've been duped into buying a counterfeit:

- Report it to the manufacturer of the legitimate product
- Contact your credit card company immediately to challenge the charge
- Report it to:
 - » Your local law enforcement agency
 - » The Better Business Bureau, [bbb.org](https://www.bbb.org)
 - » National Intellectual Property Rights Coordination Center, iprcenter.gov/contact-us
 - » U.S. Consumer Product Safety Commission (if safety is a concern) bit.ly/US-CPSC
 - » StopFakes.gov, Federal Bureau of Investigation, bit.ly/StopFakesFBI

For help

The National Crime Prevention Council is combating the trade in counterfeit goods with its Intellectual Property Theft: Get Real campaign. The Get Real campaign homepage can be found on the NCPC website at ncpc.org/getreal. Other sources of help and information include:

- Computer Crime and Intellectual Property Section, U.S. Department of Justice, bit.ly/CCIPS
- FBI, What We Investigate/Intellectual Property Theft, bit.ly/FBI-IP-Theft
- Immigration and Customs Enforcement, U.S. Department of Homeland Security, Intellectual Property Rights, ice.gov/iprcenter
- Internet Crime Complaint Center, ic3.gov
- Intellectual Property Task Force, U.S. Department of Justice, justice.gov/iptf
- National Intellectual Property Rights Coordination Center (Coordinates all federal intellectual property theft programs, iprcenter.gov)
- For Canon products, you can report any questionable sources or purchases by calling **1-855-46-CANON**.



JULY 2017

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Check to make sure the packaging is of high quality.

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McGruff's Birthday
McGruff.org

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Independence Day

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School Daze

Don't get scammed when back-to-school shopping

Hordes of shoppers, students or parents (usually with kids in tow), are lured by newspaper inserts and online advertisements for the latest fashions, supplies and, increasingly, electronics. Back-to-school time is a big shopping season!




Criminals follow the money—as well as shopping seasons—and the surge of back-to-school shoppers present them with ideal opportunities.

Ways to avoid being scammed:

- Research your purchase beforehand to understand the market price.
- Beware of bait-and-switch scams, where a merchant advertises a product at one price but then tries to sell a different product at a much higher price. Don't bite; go somewhere else.
- Be on the lookout for pop-up ads or fake emails or texts promising a free back-to-school supply or gift in return for your personal information.
- When submitting your account information or credit card number for online purchases, make sure the website is secure.
- Make sure you're not buying from a fake website which often uses a fake domain name and contains spelling or grammar errors.



AUGUST 2017

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7	8  National Night Out National Association of Town Watch - 800-NITE-OUT	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26  World Photo Day
27	28	29	30	31	 Research your purchase beforehand.	

Educate Yourself

What is intellectual property?

Intellectual property refers to creations of the mind: inventions, literary and artistic works, symbols, names, images, and designs used in commerce. There are four distinct areas of intellectual property:

Copyrights



Copyright is a type of intellectual property protection extended to authors of original creative works. Copyright protection extends only to the expression of an idea, not the underlying idea itself. Examples include books, websites, logos, artwork, commercials, pictorial and sculptural works, photographs, drawings, and graphic designs.

Patents

A patent is a governmental grant of exclusive right to an inventor to make, use, sell, offer for sale, or import an invention for a specified period of time if the invention is novel, useful, and nonobvious. In order to qualify for patent protection, an invention must have some useful purpose. The patent number is usually displayed on a product.

Trade secrets

A trade secret is a formula, process, device, or other business information that has commercial value and is kept confidential to maintain an advantage over competitors. The formulas for food, colas, perfumes, and pharmaceutical products are examples of trade secrets.

Trademarks



A trademark is a brand, logo, name, word, phrase, symbol, design, sound, smell, color(s), or device that identifies goods from those manufactured or sold by others, and indicates the source of the goods. Trademarks can be renewed forever, so long as they are being used in commerce. Copyrights and patents promote and reward creative activities and cannot be renewed forever.



McGruff the Crime Dog® is an example of a registered trademark.

PROPERTY

IDEA

LICENSE

COPYRIGHT

LAW

REGISTER

PATENT

SEPTEMBER 2017

Sunday

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If shopping online, beware of sites that aren't familiar to you—and that are selling expensive products at prices that are way too good to be true.

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Counterfeits Are Scary!

Crime Prevention Month is a time to celebrate safe communities

October is National Crime Prevention Month - the perfect time of year to celebrate crime prevention and all that it does to make our communities safer.

Crime prevention professionals can help reduce sales of counterfeits by providing education about the dangers of these products at schools and community group meetings.

NCPC has a host of resources on its website, www.ncpc.org, to guide crime prevention specialists and others in organizing crime prevention programs and activities. And there's no better way to get started than by encouraging folks to plan a Celebrate Safe Communities event—crime prevention done the right way by local people working with local law enforcement to address local issues.

Go to NCPC's website for more details on:

- Past Celebrate Safe Communities events and those now being planned. Visit: ncpc.org/programs/celebrate-safe-communities.
- How to plan an event.
- How to publicize your event.
- How to raise funds to support your IP efforts.
- Resources on various crime prevention topics.
- A portal for training opportunities for law enforcement and the public.



OCTOBER 2017

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9 Columbus Day	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31 Halloween	 <div> Look for telltale clues of a counterfeit including blurred logos, different fonts and missing punctuation. </div>			

Counterfeits Can Be Hard to Spot

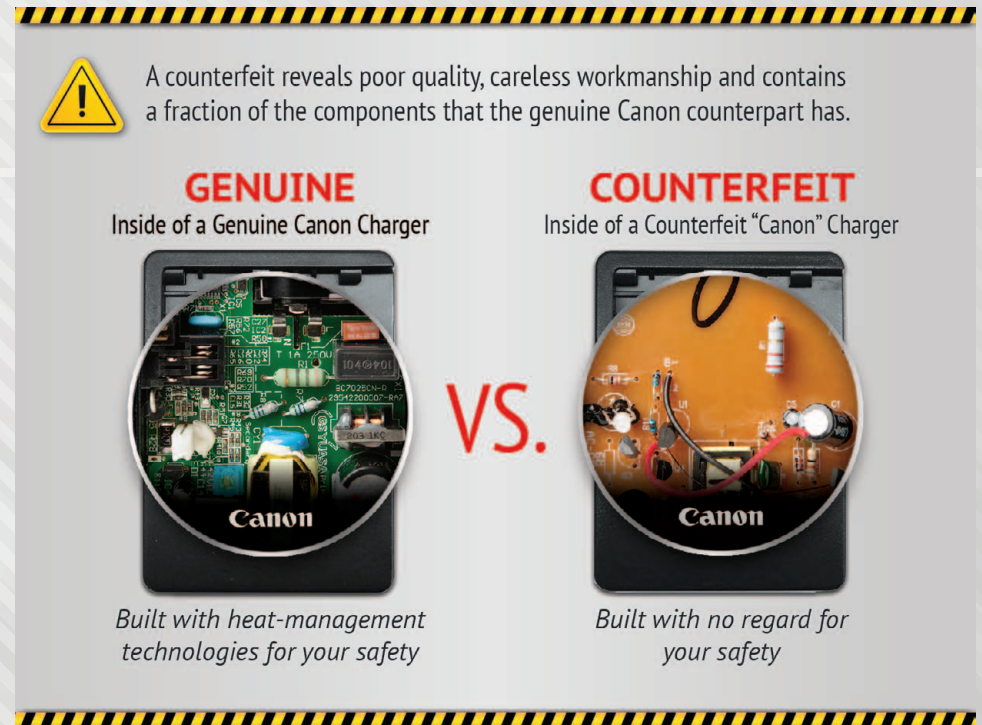
Counterfeiters, especially those manufacturing fake consumer electronics, are getting better and better at what they do. Thanks to today's technology, they're able to make products that aren't just lookalikes, but near-identical copies of the authentic product.

Today, counterfeiters attempt to:

- Copy trademarked logos
- Reproduce security devices such as holograms
- Reproduce the inner workings of a device

It's important to know the telltale clues that can help you spot a fake before making a purchase.

- Labels with missing punctuation or misspellings
- Different fonts or icons
- Blurred logos
- Poor grammar or typos on packaging and/or products
- Sale at an improbable location for the product, particularly street vendors
- Low quality packaging



Above all, if the deal sounds too good to be true, and the price is far lower than what you'd expect, it probably is too good to be true!

Can you spot the fake? Take the quiz to find out at usa.canon.com/spotthefake

NOVEMBER 2017

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You're helping
criminals when you
purchase a counterfeit.

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7 Election Day

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11 Veterans Day

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23 Thanksgiving Day

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**BRIAN
MONKS**

From the Experts

"It's quite simple--standards make the world a safer place. They are an essential component for creating safe societies and safe living and working environments. Standards are critical for the prevention of hazards--especially for electrical products that have the potential for causing severe injury or even death."

**Brian Monks, Vice President & Chief Security Officer
Global Security and Brand Protection, UL**

"Counterfeit goods threaten not only consumer health and safety but also the reputations of trusted brands that suffer when criminals peddle shoddy, unsafe and inferior products that fail to meet the high expectations of customers. When companies' reputations are diminished, it can result in the loss of not only consumer confidence but also American jobs. By purchasing the real deal instead of fakes, consumers help protect themselves and our economy."

**Frank Cullen Jr.
Executive Director of U.S. Intellectual Property Policy**



**FRANK
CULLEN JR.**

DECEMBER 2017

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When making an online purchase, look for websites beginning with *https://* (the “s” stands for secure) and look for a lock symbol at the bottom of your browser.

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12 Hanukkah Begins

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25 Christmas Day

26 Kwanzaa Begins

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31 New Year's Eve

RESOURCES

With some types of crime in decline, there's no time better than the present for crime prevention practitioners to build on the successes of the past and renew their efforts to prevent crime before it happens. NCPC, whose mission is to help people keep themselves, their families and their communities safe from crime, is dedicated to supporting those efforts by providing the information and education to build awareness, change attitudes, motivate people to action, and respond to trends in crime.

NCPC provides one-stop shopping for resources to help crime prevention practitioners and citizens alike pursue their crime

prevention strategies. These include training and certification opportunities, videos, a host of publications and other print materials, and targeted crime prevention programs and campaigns.

NCPC's newest campaign is dedicated to providing information that will help consumers avoid the purchase of counterfeit electronic products, among them cameras and their accessories. This campaign is supported by Canon, which, through sponsorship of this Crime Prevention Month Kit, is providing information to help consumers make wise purchase decisions and keep from inadvertently supporting intellectual property crime.

NCPC's resources in support of this campaign and its many other activities include:

National Crime Prevention Association

Crime prevention practitioners who join the National Crime Prevention Association can take advantage of training, resources, information-sharing, and networking opportunities with their fellow practitioners.

Crime Prevention Coalition of America

The CPCA is a nonpartisan organization of crime prevention agencies at the local, state and national levels that is dedicated to getting citizens involved in crime prevention.

NCPC's National Campaigns

NCPC's public information campaigns focus on:

Cyberbullying – Keeping kids safe over the Internet

Bullying Prevention – Preventing kids from being victimized

Internet Safety – Staying safe while exploring and using technology

Identity Theft – Securing personal information

Senior Fraud – Helping keep seniors safe from con artists and scams

Rapid Response – Keeping people calm and well-informed during crime emergencies

NCPC's Programs

NCPC focuses on topics ranging from personal, home and school safety to McGruff Club for young children, Community Works for teens, and programs for senior safety. Please go to NCPC's website, ncpc.org, to view the scope of NCPC's work.

Training

NCPC offers training and technical assistance on a fee-for-service basis. Training can be custom-designed to meet local needs. Topics range from basic crime prevention training and crime prevention through environmental design to campus crime prevention and preventing gang violence. NCPC also offers free webinars and podcasts. More information is available at ncpc.org/training.

Newsroom

NCPC operates an online Newsroom at ncpc.org/newsroom. There you can find press releases distributed by NCPC about crime prevention activities, events, strategies, and successes and highlights of recent coverage in the news. Media materials for local use are also available.

National advertising agencies have donated public service advertising to NCPC valued at more than \$1.6 billion, and NCPC's news media campaigns have been honored numerous times. Most recently, the agency received a Silver Telly Award for its Roll Call videos, an element of its intellectual property theft campaign. The Telly Award honors the nation's most outstanding media vehicles, including cable and television programs, videos, and films. NCPC's winning award was selected by a prestigious panel of industry professionals from more than 13,000 entries from all 50 states and many countries.

DON'T GET FOOLED!

If someone can make a product, there's a chance someone else can make a counterfeit version. Moreover, counterfeit goods can be dangerous.



THEY CAN:

- Cost people their jobs.
- Make money for the gangs and organized crime that trade in them.
- Not perform as expected.
- Hurt people if they catch fire or explode.
- Cheat you out of your hard-earned money.

TOP TIPS TO HELP AVOID COUNTERFEITS

- ☒ Beware of "too good to be true" prices.
- ☒ Be careful when buying through foreign sites.
- ☒ Purchase from authorized dealers or directly from the manufacturer.

RED FLAGS TO LOOK FOR

- Check to make sure your battery fits easily in your device.
- Check for overheating.
- Make sure your battery holds a charge.
- Compare logos for consistency.

SURE-FIRE WAY TO PROTECT YOURSELF

When in doubt, let the manufacturer check it out. If you're still not sure, don't hesitate to contact the manufacturer with questions or inquiries. For Canon, you can report any questionable sources or purchases by calling **1-855-46-CANON**.

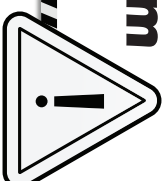


National Crime Prevention Council
2614 Chapel Lake Drive • Gambrills, MD 21054
443-272-4565 • www.ncpc.org

Canon

Canon U.S.A., Inc.
One Canon Park • Melville, NY 11747
631-330-5000 • www.usa.canon.com

Top 10 Tips for Protecting Yourself from Dangerous Fakes



1. **TRUST YOUR INSTINCTS.** If it's too good to be true, it probably is.
2. **INSIST ON SECURE TRANSACTIONS.** When doing business online, make sure your payments are submitted via websites beginning with https:// (the “s” stands for secure) and look for a lock symbol at the bottom of your browser.
3. **WATCH FOR MISSING SALES TAX CHARGES.** Businesses trading in counterfeit goods often do not report their sales to financial authorities—a difference you may notice in the price you ultimately pay, particularly in states that collect sales taxes.
4. **SEEK QUALITY ASSURANCE IN THE SECONDARY MARKET.** Reputable and reliable resellers have comprehensive inspection and authentication procedures and technicians to inspect the equipment they sell.
5. **BE PARTICULARLY CAREFUL PURCHASING MEDICINE ONLINE.** Reports suggest that 96% of online pharmacies do not meet safety or legal standards.
6. **BE VIGILANT WHEN BUYING ABROAD.** When shopping on international websites, look for trusted vendors that use identifiable privacy and security safeguards and have legitimate addresses.
7. **DO YOUR HOMEWORK.** When purchasing a product online, know the market price and read reviews about the seller.
8. **SCRUTINIZE LABELS, PACKAGING, AND CONTENTS.** Look for missing or expired “use by” dates, broken or missing safety seals, missing warranty information, or otherwise unusual packaging.
9. **REPORT FAKE PRODUCTS THAT ARE FAULTY OR DANGEROUS.** Consumers can play an important role in keeping the market free of fakes. Report unsafe products to the Consumer Product Safety Commission. *SaferProducts.gov*
10. **SPREAD THE WORD ABOUT THE DANGER OF FAKE PRODUCTS.** Teach your kids about counterfeits and warn friends and family of illegitimate product sources.



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Canon

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Important Websites

NCPC's Website Resources

Main website
ncpc.org

Website for children
mcgruff.org

Campaign against cyberbullying
ncpc.org/topics/cyberbullying

Crime Prevention Coalition of America
bit.ly/NCPC-CPCA

Teaching Youth Cyberethics
bit.ly/Cyberethics

Canon

Canon (Sponsor of this year's Crime Prevention Month Kit):
usa.canon.com/aboutcounterfeits

Other Resources

Art Copyright Coalition
artcopyright.net

iKeepSafe
ikeepsafe.org

International Association of Chiefs of Police
iacp.org

National Center for Victims of Crime
ncvc.org

National Sheriffs' Association
sheriffs.org

UL (former Underwriters Laboratories)
ul.com

U.S. Chamber of Commerce
uschamber.com

World Intellectual Property Organization
wipo.int

U.S. Government Websites

STOPFakes.gov
U.S. International Trade Administration
stopfakes.gov

U.S. Copyright Office
copyright.gov

U.S. Department of Justice (alphabetical order)

Bureau of Justice Assistance
[bj.gov](http://bja.gov)

Bureau of Justice Statistics
bjs.gov

Computer Crime and Intellectual Property Section
justice.gov/criminal-ccips

Federal Bureau of Investigation
fbi.gov

National Institutes of Justice
nij.gov

Office of Juvenile Justice and Delinquency Prevention
ojjdp.gov

Office for Victims of Crime
ovc.gov

Office on Violence Against Women
justice.gov/ovw

Sex Offender Monitoring, Apprehending, Registering and Tracking Office
smart.gov



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training programs, and effective crime prevention messaging, delivered in large part through its vast network of more than 10,000 state and local law enforcement agencies, crime prevention associations, community groups, foundations, and corporate partners. For more information on how NCPC can be a public safety expert for you or how to "Take A Bite Out of Crime®," visit www.ncpc.org.



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Don't Get Burned

Counterfeits Hurt.

You Have The Power To Stop Them.



www.ncpc.org/stopfakes



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