

▶ **GO FOR REAL**

DUPE DETECTOR



NATIONAL
CRIME
PREVENTION
COUNCIL

UNITED STATES
PATENT AND TRADEMARK OFFICE

uspto

THE *GO FOR REAL* CAMPAIGN

NCPC.ORG/*GOFORREAL*



Counterfeiters put our health, safety, and security at risk and knowingly steal from valuable brands. Virtually no product category is immune. It's important for everyone to understand that counterfeiting is not a victimless crime and that fake products can cause real harm.

International organized crime uses the production and sale of counterfeit products to support gun and gang violence, human trafficking and child labor. Don't be part of that.

Law enforcement cannot solve the risks counterfeits pose to health, safety, and our economy alone.

Fakes are not funny. I know an Intellectual Property expert who went on a raid with her client. A street vendor in New York City broke her arm to "protect" his counterfeit sales.



David Gooder
Commissioner for
Trademarks, USPTO



Mary Critharis
Chief Policy Officer and
Director of International
Affairs, USPTO



Ann Harkins
President and
CEO, NCPC



Help us Take A Bite Out Of Crime® and *GO FOR REAL*!



THINK YOU CAN'T BE DUPED BY A

FAKE?

Dear Future Dupe Detector,

If you are reading this, you either want to learn more about the risks of fake products or how NOT to be **DUPED**! Either way, you're not alone! According to NCPC's research, one in four teens believes it's important for themselves, their friends, and their families to learn more about counterfeits.

Sure, everyone wants a good deal and not everyone can afford to buy expensive items like electronics, sports gear, or cosmetics. In fact, some teens believe it's okay to buy counterfeits because they work just as well as the real thing, and that saving money is a good reason to buy them. I'm here to tell you, it's not.

Fakes are unregulated, which means they are not tested for quality or safety. They can endanger you, your property, or even your life. Criminals who make them do not care about the well-being of consumers who buy their cheap imitations. Counterfeiters don't care if the fake electronic they sold on the street started a fire, if the fake helmet they sold online put someone in the hospital, or if the person who bought their fake skin cream had to go on medicine to tame the breakout it caused.

When it comes to avoiding fakes, it can sometimes be difficult to tell the difference between what's a real brand and what's a dupe. That's why I'm here - to teach you about ways you can become an official **Dupe Detector**!

Just follow the tips and activities throughout this Kit to earn your Dupe Detector Kit badge and collect points you can put toward achieving rank as a Master Dupe Detector!



Good luck, Future Dupe Detector!
McGruff the Crime Dog®



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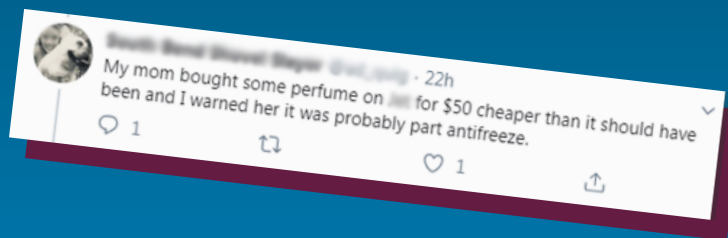
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TIP #1

A super low price on a product that normally costs more is a **RED FLAG** that it's a counterfeit. Find out what the real thing usually costs. If it seems too good to be true, it probably is. You may think you're getting a good deal, but what you might get instead is a dangerous **FAKE**.

Avoid buying something at an unusually low price and you just might avoid a DUPE.



**LOW
PRICE**

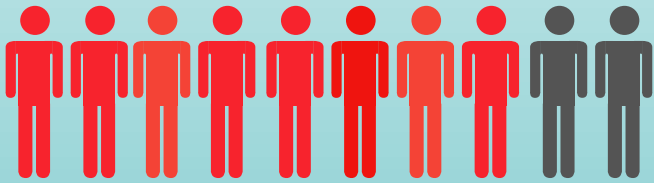
DISCOUNT

**HUGE
SALE**

WHAT DO TEENS THINK?

We asked teens about their knowledge of fakes.

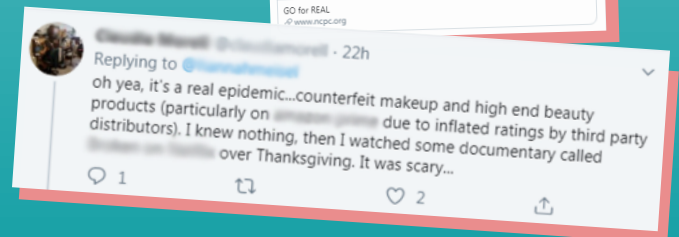
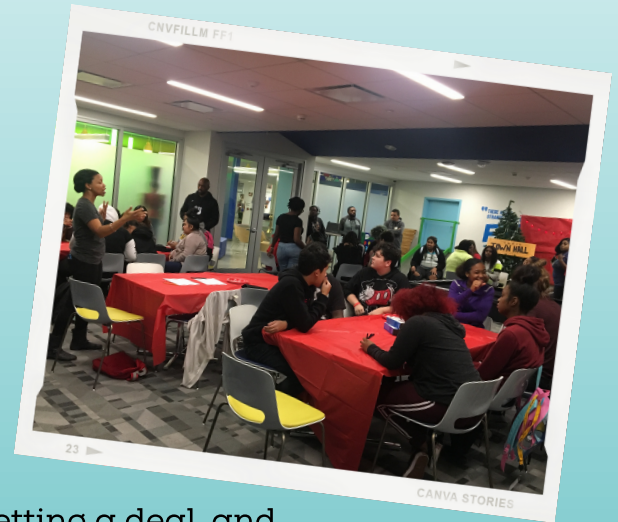
More than 8 in 10 adults and teens agree that counterfeits can cause harm, like injuries...



...but fewer than 1 in 10 chose being "worried about physical harm" as the main reason they would not buy counterfeits. They told us they are getting a deal, and that most fakes work as well as the real thing.^o

After learning about the shoddy ingredients that go into some fakes and that buying and selling counterfeits is really stealing from the companies they admire, most said they would never buy counterfeits because it simply isn't worth it.

Keep reading to learn more about the dangers of buying counterfeits and how you can protect yourself from making a bad purchase. You'll be glad you did.



^o For more highlights from the research NCPC conducted in 2019, click [here](#).

WHAT DO TEENS SAY?

The teens we talked to about counterfeits had a lot to say after understanding the risks of buying fakes. Here are some things they discovered and their advice for other teens and tweens who are thinking about buying counterfeits.*

They don't work.

The differences are intentionally small and easy to miss.

You need to look at everything on the box before you buy something.

You might not be able to return what you paid for if anything goes wrong.

Counterfeiters need to be held accountable.

Pay attention to packaging.

It's illegal and the bad guys shouldn't be able to profit off it.

Be aware.

CLICK TO LISTEN



*For more highlights from the research NCPC conducted in 2019, click [here](#).

FILMSTERS



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WHAT'S IN THAT **FAKE** COLOGNE?

**Stay Safe.
Buy Real.**



FAKES Cause REAL Harm. Buying fake products can cost you the health of your face, skin, and eyes.



NCPC.ORG

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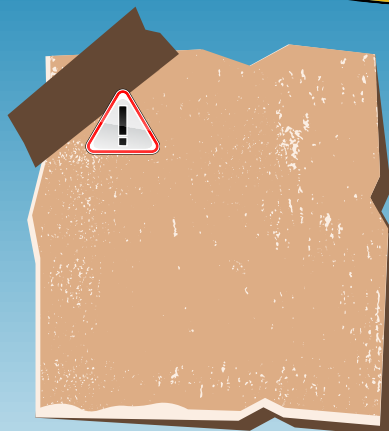
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TIP #2

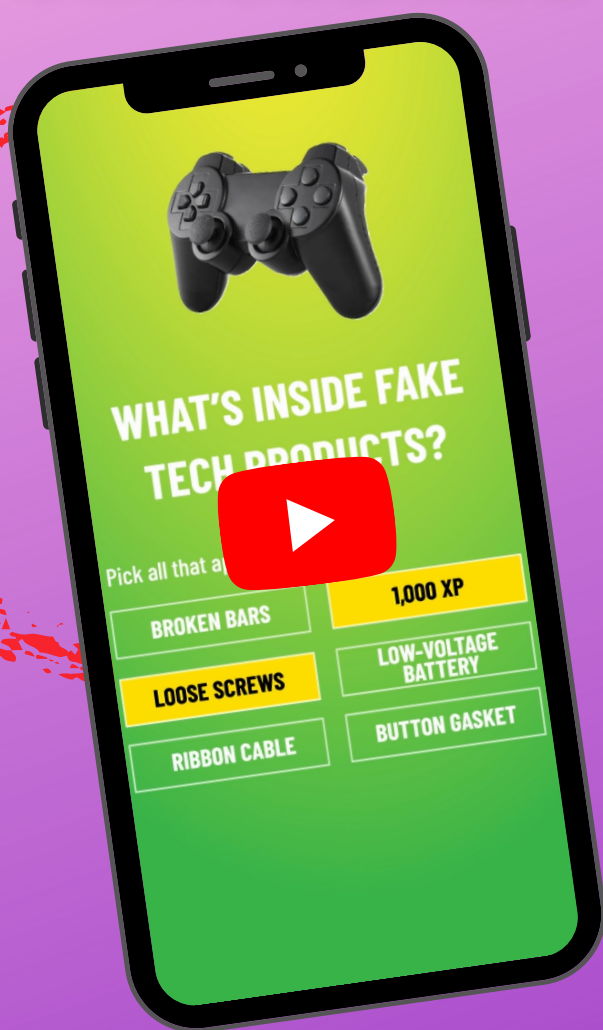
Look at the product's packaging. Did the box come with everything it was supposed to, or were its contents rather skimpy? Sloppy lines, spelling mistakes, unwrapped items, stretched logos, peeling stickers, serial numbers with the wrong number of digits, or other mistakes on a product's packaging may indicate it's **FAKE**.

Detecting tiny clues like misspellings on labels and shoddy packaging can make the difference between getting the real thing and getting **DUPED.**



▶ **GO FOR REAL**

CHALLENGE



TEST YOUR
KNOWLEDGE



PROTECT
YOURSELF

NCPC.ORG/
GOFORREALCHALLENGE

SHARE YOUR
RESULTS ONLINE



McGruffatNCPC
@McGruffatNCPC

Replying to @McGruffatNCPC and @uspto

I took the challenge. It's eye-opening!



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TAKE THE

GO FOR REAL CHALLENGE

WAIT... WHAT'S IN THIS?

WHAT'S INSIDE FAKE SKINCARE PRODUCTS?



Pick all that apply:

URINE

ARSENIC

HELIOTROPIN

RAT DROPPINGS

MARSHMALLOW

CITRON

WHAT'S INSIDE FAKE SPORTS GEAR?



Pick all that apply:

CHEAP STITCHING

STICKERED LOGOS

TOXIC GLUE

RUBBER

FOAM

GUMMY WORMS

WHAT'S INSIDE FAKE TECH PRODUCTS?



Pick all that apply:

BROKEN BARS

LITHIUM
BATTERY PACK

LOOSE SCREWS

LOW-VOLTAGE
BATTERY

RIBBON CABLE

ZOMBIE

YOU'RE SMART. BUY SMART.

Be Smart. Real products are tested for safety. Protect yourself. Don't fall for fake products. **GO FOR REAL.**

Take the Challenge and find out the answers at ncpc.org #GoForRealChallenge #WaitWhatsinThis



[NCPC.ORG](https://ncpc.org)

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TIP #3

Many real products are made overseas. However, counterfeit products often come from foreign countries, too.* Companies almost always state on their website where their products are made or ship from. Check out the tag and packaging for the product you've purchased for country information – if it doesn't match up, you might have detected a **DUPE**.

If a product's tag or packaging states that the product comes from a country other than the one where the manufacturer says the product is made -- you might be detecting a **DUPE from overseas.**

*Annual Intellectual Property Report to Congress (IPEC, 2019).



KNOW THE FACTS

Faulty electronics cause over 70 deaths and 350,000 serious injuries every year.

[*The Dangers of Fakes \(ACG, 2019\)*](#)



CLICK TO LISTEN



International organized criminals are turning to counterfeiting to fund their other illegal activities like gun and gang violence, child labor, and human trafficking.

[*Trade in Counterfeit and Pirated Goods \(OECD, 2016\)*](#)



Counterfeiting and piracy are projected to drain \$4.2 trillion from the global economy and put 5.4 million legitimate jobs at risk by 2022.

[*The Economic Impacts of Counterfeiting and Piracy \(prepared for BASCAP and INTA, 2016\)*](#)



Fake health-care products are often produced in dirty environments and do not follow safety regulations. They often contain hazardous materials such as rat poison, uric acid, and paint thinner.

[*Top Poisons Found in Counterfeit Drugs \(CSIP, 2013\)*](#)





1. A suspiciously low _____ might be a red flag the product being sold is a dupe.
 - a. height
 - b. mood
 - c. price
 - d. octave
2. It's always easy to tell the difference between a real product and a fake.
 - a. true
 - b. false
3. Counterfeiters take advantage of consumers who are looking for _____.
 - a. a lost pet
 - b. a bargain
 - c. a job
 - d. an ancestor
4. Out of the choices below, which does buying counterfeit products contribute to the most?
 - a. society in a positive way
 - b. a better economy
 - c. a fundraising campaign
 - d. organized crime, gangs, and other criminal activities
5. When shopping online, you should make sure that any site prompting you to enter financial information begins with "https://" accompanied by a padlock symbol. The "s" stands for _____.
 - a. secure
 - b. standard
 - c. salvageable
 - d. sense
6. What do real companies invest in to make sure their branded products are safe?
 - a. rental properties
 - b. research and development
 - c. cheap labor
 - d. comfortable office chairs
7. Certain fakes, such as faulty electronics, cause _____ every year.
 - a. over 70 deaths and 350,000 serious injuries
 - b. late deliveries
 - c. global warming
 - d. poor grades
8. Counterfeit products are often produced in _____.
 - a. the United States
 - b. record time
 - c. dirty environments
 - d. the same way as real products
9. Buying and selling counterfeits is a victimless crime.
 - a. true
 - b. false
10. Consumers can help stop counterfeiters by decreasing the _____ for fake goods.
 - a. size
 - b. density
 - c. strength
 - d. demand

ANSWERS ON
PAGE 33!

WAIT...
WILL THIS WORK?



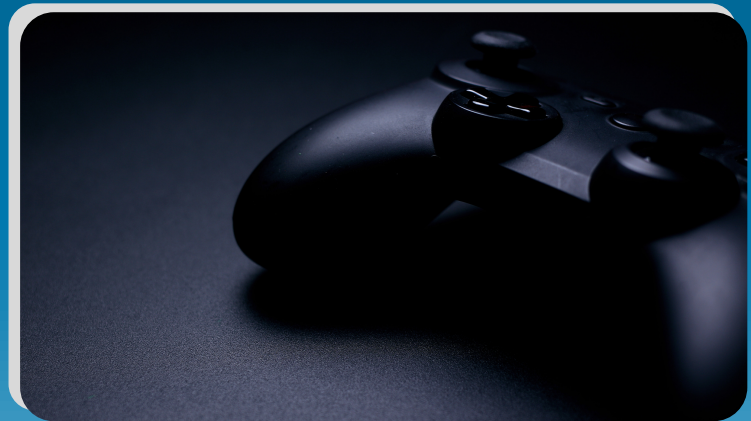
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TIP #4

If you're shopping online, you'll want to see what you're buying before you pay, right? If the website you're shopping on shows only a stock image instead of a photo of the actual product, it might be a **DUPE**. Posting a stock photo is just a shortcut that counterfeiters take to hide behind the fact their product isn't in fact the actual product.

Avoid getting **DUPED by a site that doesn't let you see the actual product!**



➡
STOCK PHOTO

REAL THING ➡

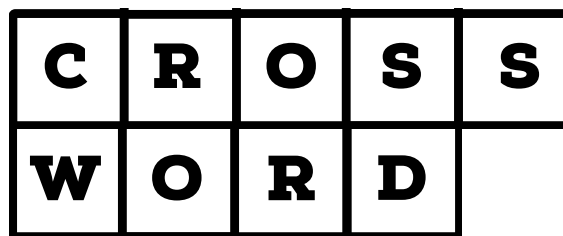


PROTECT YOURSELF WHEN SHOPPING ONLINE

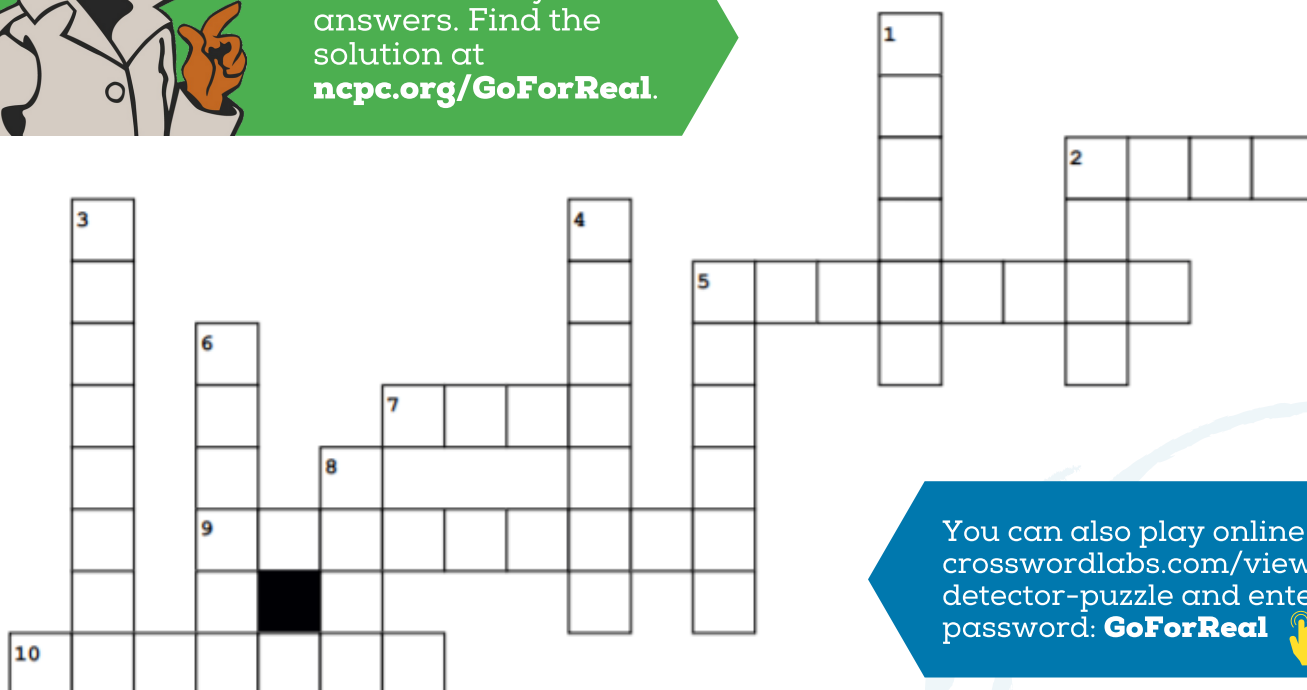
- Before browsing online, make sure your computer's security software is up to date.
- Consider alternate payment methods to your personal bank cards, such as prepaid gift cards or disposable debit cards.
- Be wary of pop-up and banner ads when shopping online. Many contain false information that may lead you to a malicious site.
- Make sure that any site prompting you to enter financial information begins with "https://". The "s" stands for "secure" and is accompanied by a locked padlock symbol.
- Don't use the same password for all your purchase sites.
- Avoid shopping while on public Wi-Fi and from public computers. If prompted, never save your account information (credit card, password, etc.) to a computer that is not yours.
- Beware of counterfeits - fake products that imitate those made by real brands. Authentic brands are indicators of quality and reliability. Companies invest in research and development to make sure their branded products are safe. Buying quality products can mean the difference between safety and serious consequences, like fires or threats to your health.



DUPE DETECTOR



Print to fill in your answers. Find the solution at ncpc.org/GoForReal.



You can also play online! Visit crosswordlabs.com/view/dupe-detector-puzzle and enter the password: **GoForReal**

DOWN

1. Damage to the body which can be caused by a faulty counterfeit
2. Go For ____
3. Another word for shopper
4. A poison used to kill rodents that can cause diarrhea, vomiting, cancer, or death for humans
5. Where lots of counterfeits are sold
6. Lead, mercury, and aluminum are all different types of _____
8. Get out and call 9-1-1 if one of these starts

ACROSS

2. A breakout on the skin caused by chemicals or bacteria
5. Most counterfeits are made here
7. Another word for counterfeit
9. A cheap copycat
10. Better to buy from these brands

Word Bank

real	imitation	rash
online	fake	toxins
overseas	trusted	injury
consumer	fire	arsenic

DUPE DETECT 🔍



Under most circumstances, real companies offer a warranty on eligible items like electronics or allow you to return a product you no longer want or purchased by mistake.

If it seems unusual that a sale is final or there is no warranty offered on a product where there should be, avoid it and you just might avoid a **DUPE.**





TOP 10 TIPS TO SHOP SMART



TRUST YOUR INSTINCTS

If it's too good to be true, it probably is.

1



INSIST ON SECURE TRANSACTIONS

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.

2



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 final price.

3



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.

4



BE PARTICULARLY CAREFUL PURCHASING MEDICINE ONLINE

96% of online pharmacies do not meet safety or legal standards.

5



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.

6



GUARD YOUR PERSONAL INFORMATION

Illicit websites often install malware that can steal your credit card information and other information stored on your computer.

7



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.

8



REPORT FAKE PRODUCTS

Report unsafe counterfeit products to the National IPR Center or the Consumer Product Safety Commission.

9

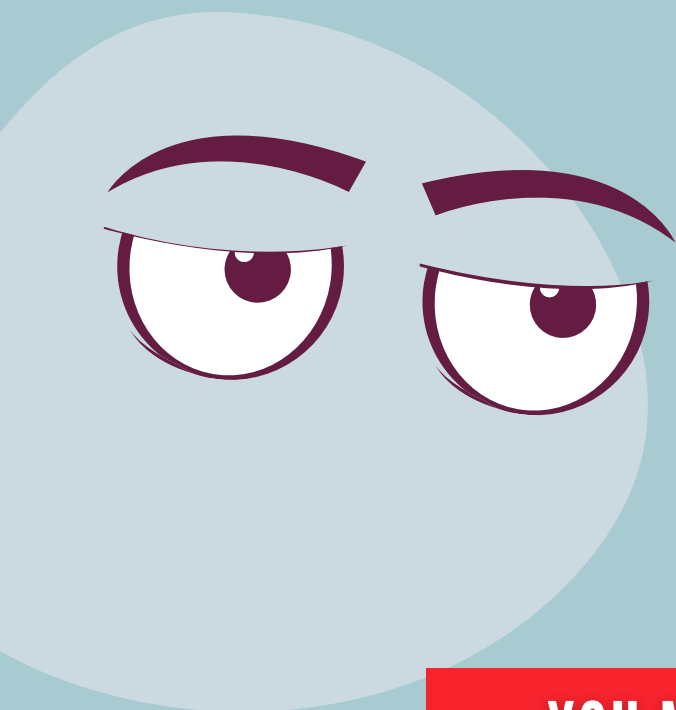


SPREAD THE WORD

Share these tips! Teach your family, friends, and coworkers about counterfeits.

10

IF IT LOOKS TOO GOOD TO BE TRUE...



...YOU MAY WANT TO LOOK MORE CLOSELY.

Criminals sometimes go so overboard to get someone's attention that it just may come off as suspicious. They might act overly friendly, lie in order to form an artificial bond with their victims, or offer something --like a good deal -- they know the average person wouldn't be able to resist.

Counterfeiting criminals offer fake versions of legitimate products. They market these counterfeits at prices that oftentimes are unusually low because they want shoppers to *think* they are getting a good bargain on a real product. What their victims get instead is a cheap imitation that could put their health or safety at risk.

Counterfeiting is not a victimless crime. Fakes can threaten the health and safety of consumers, hurt the economy, and help fund other criminal activities such as the trafficking of guns, drugs, and people.

The next time someone offers you a deal that seems like it's too good to be true, it probably is. Use your instincts and the Dupe Detector skills you pick up in this Kit to determine whether the product offered is real or fake. Ask yourself, "Does it seem too good to be true?"

If the answer is, "Yes," it probably is.

Don't fall for fake products. *Go For Real.*

FIND WHAT'S IN THAT FAKE!



Real brands invest in research and development to keep you safe. Buying quality products can mean the difference between safety and serious consequences. From catching fire to causing skin rashes, fake products can cause real harm. That's because they are often produced in dirty environments that do not follow safety regulations.

Read through the list of things found in fake products and try to find them all. Words may appear down a column, across a row, diagonally, or even backwards in the puzzle. Some letters may overlap. You can find the solution to this puzzle at ncpc.org/GoForReal.

For more letter combinations or to change the difficulty level, play online: thewordsearch.com/puzzle/1845035/find-whats-in-that-fake/

N P X I N J L N X U R N U V B
S H O T R I D U E R I X E R W
H G D I U V L R C I D E V T S
E T N E S Y F I Q N Y Q N X W
C P J I K O N V P E B S F Y X
Y N I Z P E N W E B Y M U I H
O K N W S P P H V E O E M B S
M U G R D G O H D L E A R M O
G C A B R Q Z R D I I O T P T
D T T D F O M P D U E A I Y S
C F Y S C O K L Z Z Z H B H E
S C M L D O F G A D J W K N B
E Z E E R F I T N A A Y Z S S
T E T J G N M X V L U E X Z A
U Y L X S C Y A N I D E L C H



MOLD

DIRT

ANTIFREEZE

DROPPINGS

URINE

ASBESTOS

POISON

LEAD

ARSENIC

CYANIDE



DUPE DETECT 🔍

QUIZ

If playing online, click on the answers you think are correct to find out immediately if you've gotten it right or need to try again. You can also print this quiz, circle your responses, and compare them to the *Go For Real* Dupe Detector Quiz answer key at npc.org/GoForReal.

1

An unusually _____ on a product that normally costs more is a **RED FLAG** it might be counterfeit.

low price

odd name

bright color

slow delivery

2

Sloppy lines, spelling mistakes, unwrapped items, stretched logos, _____ stickers, serial numbers with the wrong number of digits, or other **MISTAKES** on a product's packaging may indicate it's fake.

shiny

peeling

cute

funny

3

While some real products are manufactured **OVERSEAS**, a product made in a foreign _____ might be counterfeit.

substance

language

country

car

4

If the website you're shopping on shows only a _____ instead of a photo of the actual product you're looking for purchase, it might be a **DUPE**.

corny joke

good price

video

stock photo

5

If a product is sold "as is," comes without a warranty, or cannot be _____, there's a strong chance that it's a **COUNTERFEIT**.

resold

returned

regifted

held

MISSION COMPLETE

I'm so happy to be the first to congratulate you on earning your official Dupe Detector Kit badge! Click [here](#) to claim points for your new badge and see how close you are to reaching Master Dupe Detector rank!



Now that you know how to detect a dupe, challenge your family and friends to do the same.

With your new badge, you know what to do. *GO FOR REAL!*

▶ **GO FOR REAL**



SHARE THE CAMPAIGN

PRINT ADS

DID YOU BUY FAKE MAKE UP?

**Stay Safe.
Buy Real.**

**FAKES Cause
REAL Harm.**

Buying fake products can
cost you the health of your
face, skin, and eyes.

GO FOR REAL



UNITED STATES
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NCPC.ORG

[www.ncpc.org/
goforrealtoolkit/](http://www.ncpc.org/goforrealtoolkit/)

ANIMATED ADS



National Crime Prevention Council
Just now · 🌐

#McGruff ❤️s the #GoForReal Campaign! ncpc.org/GoForReal

**WAIT...
WILL THIS
CATCH FIRE?**

GO FOR REAL

👍 Like

💬 Comment

➦ Share

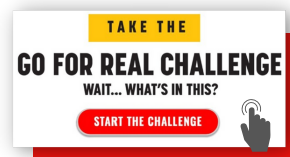
ONLINE ADS

DEAR PARENT OR CAREGIVER,

Talk to Your Kids about Counterfeit Goods: FAKES Cause REAL Harm

The United States Patent and Trademark Office (USPTO) and the National Crime Prevention Council (NCPC) have uncovered new disturbing data that show teens—for their own health and safety—need more education on the negative impact of purchasing counterfeits and on the importance of buying safe products. According to research conducted for the USPTO and NCPC by the international research firm Ipsos, **81 percent of teens believe that counterfeits can start fires and harm health, but less than 20 percent care enough to change their buying behaviors.** These are considerable numbers when you take into account counterfeit goods cost U.S. businesses hundreds of billions of dollars per year.

Ask your kids to take the *#GoForRealChallenge* to see if they know
what's inside counterfeits.



A key focus of the United States Patent and Trademark Office is promoting the importance of making smart buying decisions and avoiding fake-branded products. Commissioner for Trademarks David Gooder commented, "I encourage parents to take the *Go For Real* Website Challenge with their children. It's a great way to build awareness and have a conversation about something useful that will help children protect their own lives and future creativity."

NCPC and the USPTO have created the *GO FOR REAL* Challenge along with radio ads, digital media content and other tools that you can use with your kids and their friends to discuss this important national media campaign, entitled *Go For Real*. This public education campaign serves to raise awareness about the dangers of counterfeit goods among youth as well as parents and teachers who, once informed, serve as powerful influencers. With your help, kids and teens will develop safe buying behaviors and avoid purchasing inferior goods that can cause serious harm to their wallets and their health.



The *Go For Real* Anti-Counterfeiting Campaign targets the following vertical markets:

- Sports equipment
- Cosmetics/personal care products
- Electronics

Please help us shed light on this real problem by educating your kids about counterfeit goods. Join with the USPTO and the National Crime Prevention Council's McGruff the Crime Dog® in urging your kids and their friends to **GO FOR REAL**. For more information on ways to bring awareness into your home, visit NCPC.org/goforreal and uspto.gov/trademark/anti-counterfeiting-campaign.

Thank you for your kind consideration. Together, we can Take A Bite Out Of Crime™.



Best regards,
McGruff the Crime Dog®
NCPC.org



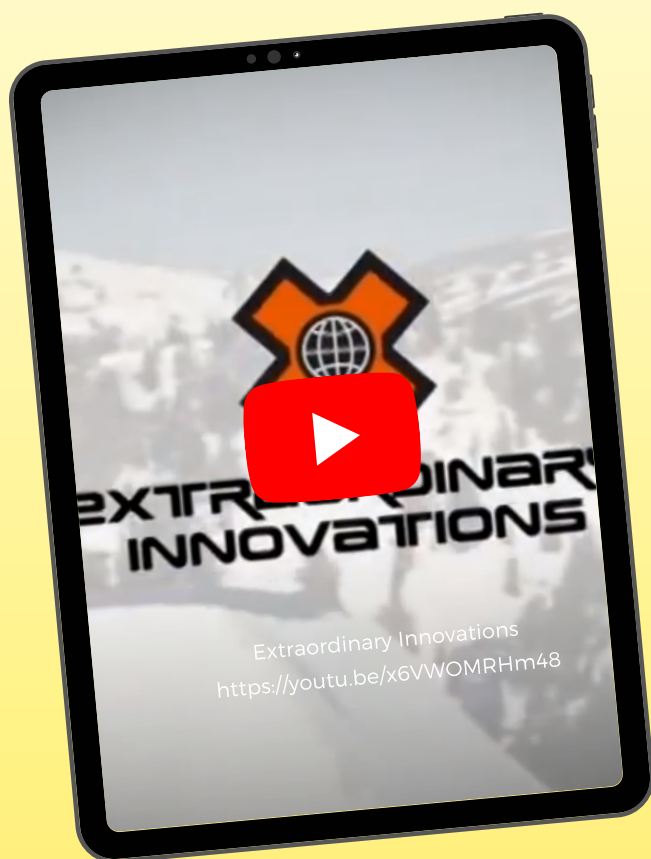


Have you ever wanted to be an inventor or help those who have innovative ideas?
The USPTO provides the tools for teens to invent and innovate with confidence through

learning
activities

student
programs

career
opportunities



Have you ever wondered...



WHAT IS THE DIFFERENCE
BETWEEN A PATENT, A
TRADEMARK, AND A
COPYRIGHT?

WHAT IS THE
CYCLE OF
INVENTION?

WHAT DOES THE SAYING,
"THE REAL MCCOY" MEAN,
ANYWAY?

Find the answers to these questions and
more at uspto.gov/kids.

EXTRAORDINARY MINDS

UNITED STATES
PATENT AND TRADEMARK OFFICE

uspto

Extraordinary minds throughout history have contributed to society's productivity and quality of life for centuries, and they continue to do so today. Take, for example, the inspired minds below. Simply click on a card to reveal which trademark or patent the innovator developed that is still relevant today. Click again to flip back to the front. See how many hidden activities you can find along the way!

No. 4,65,972.

Patented Dec. 29, 1891.

Date of Patent: May 16, 2006

TOUCH PAD HANDHELD DEVICE

Fig. 1 COLOR-CODED CASSETTE
Patented Nov. 23, 1971

Want more cards? More activities? Check out uspto.gov/kids.



Fig. 2

TEACH YOUR STUDENTS ABOUT MAKING SMART BUYING DECISIONS

FREE resources at ymiclassroom.com/go-for-real

Dear Educator,

The United States Patent and Trademark Office (USPTO) and the National Crime Prevention Council (NCPC) have uncovered data showing that teens — for their own health and safety — need more education on the importance of buying safe products and the negative impacts of purchasing counterfeits. Counterfeit goods cost U.S. businesses hundreds of billions of dollars per year. While research shows that many teens understand that counterfeits can start fires and harm their health, few teens care enough to change their buying behaviors.

The USPTO and NCPC have created the **Go For Real** campaign to help educate tweens, teens, and their caregivers and educators about the importance of buying real and how to recognize fakes in the marketplace.

NOW AVAILABLE: New teaching tools for in-school use and remote learning, including the **Go For Real** “Dupe Detector Kit,” an interactive, digital e-book, and accompanying online shopping game. These resources are designed to help raise awareness about the consequences of buying counterfeit goods, and provide tips on how to spot fakes and shop smart!

CLICK HERE FOR FREE RESOURCES AT
[YMICLASSROOM.COM/GO-FOR-REAL](https://ymiclassroom.com/go-for-real)

We hope that you will share these educational resources with your colleagues and parents at your school. Please take a moment to share your thoughts about the program by visiting ymiclassroom.com/feedback-go-for-real. We look forward to hearing your comments.

Sincerely,

Dr. Dominic Kinsley
Editor in Chief
Young Minds Inspired



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▶ **GO FOR REAL**

DUPE DETECT GAME

Test your shopping smarts with the Dupe Detector Game!
Will you be duped by clever fakes, or will you stop the scammers?

▶ **PLAY**



Where does the product ship from?

Is it coming from a sketchy address?

Read the product description carefully.

Are the grammar and vocabulary correct?

If reviews are included, are they realistic? Again—if it sounds too good to be true, it probably is!

Are there high-quality product images? Or is the seller using stock photos available online?

Is the price ridiculously low?

Then it's almost guaranteed to be a scam. It's true:
You get what you pay for!



Is sales tax calculated and shown?

Legitimate companies won't forget to include that information!

DID YOU BUY A FAKE HELMET?



Fakes Fail.

Buying quality products can mean the difference between safety and serious consequences. When you buy real, you support the brands that make quality goods that might just save your life... if not your pride.



NCPC.ORG

▶ **GO FOR REAL**

IP HIGHLIGHTS

GO FOR REAL

**Counterfeits aren't generic brands.
They're cheap imitations of
brands we trust.**

In addition to funding criminal enterprises, counterfeit scams drain the economy, cost Americans real jobs, hurt businesses, and dupe consumers. As if that weren't enough, certain fakes, such as faulty electronics, cause over 70 deaths and 350,000 serious injuries every year.

Why risk it? #GoForReal and buy from brands you trust.

The U.S. Patent and Trademark Office (USPTO) and the National Crime Prevention Council (NCPC) are working together to raise public awareness about the importance of intellectual property and to decrease demand for counterfeit goods in the United States.

STOPfakes.gov

This public education campaign is aimed at tweens and teens, encouraging them to make smart buying decisions and seek out legitimate products.

Learn more about fakes and take the #GoForRealChallenge at <https://www.ncpc.org/goforreal>.

Protect your inventions and brands at <https://www.uspto.gov>.

Help *Take A Bite Out Of Crime*® at <https://www.ncpc.org>



INTERNATIONAL
TRADE
ADMINISTRATION

STOPfakes.gov





Happy Anniversary, McGruff®!

**Celebrating 40 Years of Helping
Individuals and Communities
Take A Bite Out Of Crime®**

The year 2020 marked the 40th Anniversary of McGruff the Crime Dog®, America's beloved hound mix who, with the National Crime Prevention Council, has led our nation's efforts for 40 years to empower local communities to Take A Bite Out Of Crime®.

From his on-screen debut in 1980, McGruff has captured the attention and adoration of the American public for decades with his energetic personality and unrelenting mission to keep everyone safe.

As changes take place across the globe and new crime trends emerge, McGruff's mission to assist local communities is more important than ever.

“It's my anniversary and it's important to remember that I'm a trademark myself. Make me proud as I turn 40 and always remember to **#GoForReal!**”

#McGruffTurns40



DID YOU BUY **REAL** MASCARA?

**Stay Safe.
Buy Real.**

fake

FAKES Cause REAL Harm.

Buying fake products can
cost you the health of your
face, skin, and eyes.

▶ **GO FOR REAL**



NATIONAL
CRIME
PREVENTION
COUNCIL



NCPC.ORG

RESOURCES



United States Patent and Trademark Office.

The United States Patent and Trademark Office (USPTO) is the federal agency for granting U.S. patents and registering trademarks. In doing this, the USPTO fulfills the mandate of Article I, Section 8, Clause 8, of the Constitution that the legislative branch "promote the Progress of Science and useful Arts, by securing for limited Times to Authors and Inventors the exclusive Right to their respective Writings and Discoveries." The agency registers trademarks based on the commerce clause of the Constitution (Article I, Section 8, Clause 3). The USPTO advises the President of the United States, the Secretary of Commerce, and U.S. government agencies on intellectual property (IP) policy, protection, and enforcement; and promotes the stronger and more effective IP protection around the world. Visit www.uspto.gov.



National Crime Prevention Council.

The National Crime Prevention Council's mission is to be the nation's leader in helping people keep themselves, their families, and their communities safe from crime. To achieve this, NCPC produces tools that communities can use to learn crime prevention strategies, engage community members, and coordinate with local agencies. 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.

Trademark counterfeiting and consumer fraud related to the COVID-19 outbreak

www.uspto.gov/coronavirus/trademark-counterfeiting-and-consumer-fraud-related-covid-19-outbreak

Immigration and Customs Enforcement, U.S. Department of Homeland Security, Intellectual Property Rights

www.ice.gov/iprcenter

Computer Crime and Intellectual Property Section, U.S. Department of Justice

www.justice.gov/criminal-ccips

FBI: Intellectual Property Theft/Piracy

www.fbi.gov/investigate/white-collar-crime/piracy-ip-theft

Internet Crime Complaint Center

www.ic3.gov

Intellectual Property Task Force, U.S. Department of Justice

www.justice.gov/ip tf

National Intellectual Property Rights Coordination Center

www.iprcenter.gov



Combating Trafficking in Counterfeit and Pirated Goods

This report helps to develop a deeper understanding of the importation and sale of massive amounts of counterfeit and pirated goods.



TRIVIA ON
PAGE 13!

TRIVIA ANSWERS

1. c
2. b
3. b
4. d
5. a
6. b
7. a
8. c
9. b
10. d



A MESSAGE FROM THE NATIONAL CRIME PREVENTION COUNCIL

I am delighted to have introduced the *Go For Real* Anti-Counterfeiting Campaign along with this *Dupe Detector* Kit. NCPC is proud to contribute to the success of our nation's Intellectual Property (IP) industry with our very own trademarks: McGruff the Crime Dog, his nephew, Scruff®, and his message to "Take A Bite Out Of Crime®," among others.

A "global leader and standard setter for the protection and enforcement of IP rights," the USPTO and IP-intensive industries it supports contribute 27.9 million direct jobs and 17.6 million indirect jobs to the U.S. economy, for a total of 45.5 million jobs overall. In addition to providing approximately 30% of all employment nationwide, IP industries add \$6.6 trillion in gross domestic product to the U.S. economy.*

Given the integral part it plays in the U.S. economy, IP theft is not only a crime; it poses a threat to brand reputation, Americans' health, safety, and jobs as well as our economy.

Most consumers don't realize that in many cases, purchasing counterfeit products means contributing to organized crime, gangs, and other criminal activities. That is why the USPTO and NCPC are working together to raise public awareness about the importance of intellectual property and to decrease demand for counterfeit goods in the United States.

We hope you have enjoyed this *Dupe Detector* Kit and learned ways to keep yourself and your family safe from the harms of counterfeit goods. With the help of young consumers, parents, educators, law enforcement, and the IP industry. The USPTO and NCPC will help protect teens and tweens by achieving our ultimate goal: to change consumer behavior.



Ann M. Harkins
President and Chief Executive Officer
National Crime Prevention Council

[*Intellectual Property and U.S. Economy: 2016 Update \(ESA and USPTO, 2016\)](#)



YOU'RE SMART. BUY SMART.

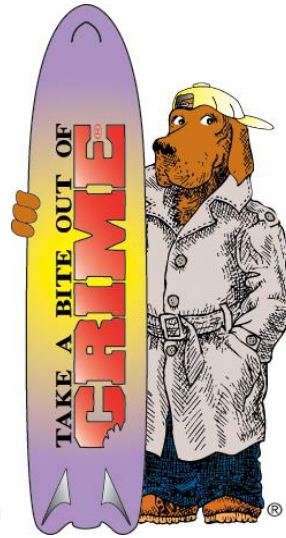
**Don't fall for fake products.
Buy the brand and Go For Real.**



*A Kit for Teens, Parents, Teachers, and
Community Leaders*

VISIT NCPC.ORG





Sniff out the fakes. Fill in the Blanks

McGruff's® Golden Rule? Don't be fooled. Blaze through these scenes to learn how to not crash and burn. Think you have what it takes to fill in the blank?

1. Your buddy purchased a smart phone online, without researching the seller. They tell you that although it was a great deal, the phone echoes, the screen already broke, and it feels rather warm. In fact, you happen to be at their house when it actually catches fire! After calling 911 for the local fire department, you should call the _____, and report the incident involved a counterfeit phone. (After you stop, drop and roll, of course.)

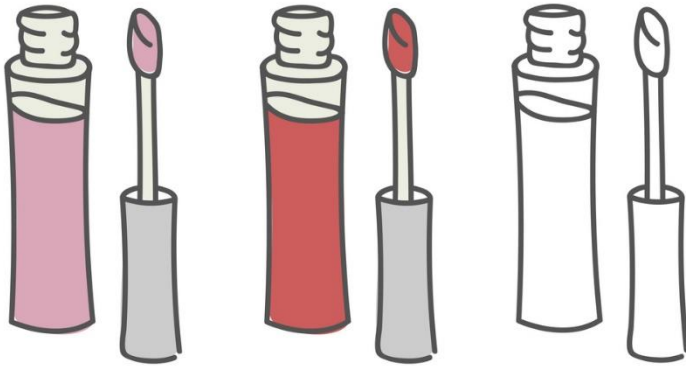


2. Madison has the most Instagram likes. Madison has the prettiest smile. Madison has the best clothes. Madison has a seemingly perfect teenage life until her brother Matthew buys a virtual reality headset from a shady salesman selling pirated electronics out of the back of his truck. Once connected through a USB cable to the family computer, Matthew's new malware-infected USB downloads the family's personal information, it's collected and sold on the _ _ _ _ _ . Now Madison's unedited and deleted pics were posted to Instagram because of malware. Her credit cards were used to purchase thousands of dollars of merchandise online! The family is in total freefall, working with law enforcement and their banks to freeze all bank, debit and credit card accounts -- to safeguard what finances they have left.

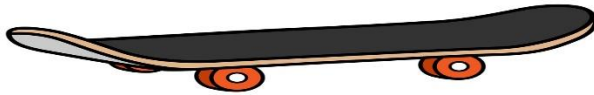
Madison had the worst day. Ever.



3. The school dance is coming up, but Jasmine's go-to shade of lip gloss has been discontinued by her favorite brand. Ignoring warnings about sketchy online cosmetic purchases, she buys a tube from an unknown online seller and it arrives the day of the dance. But when she applies it, a _ _ _ _ breaks out on her lips. Not very Instagram-worthy, was it?

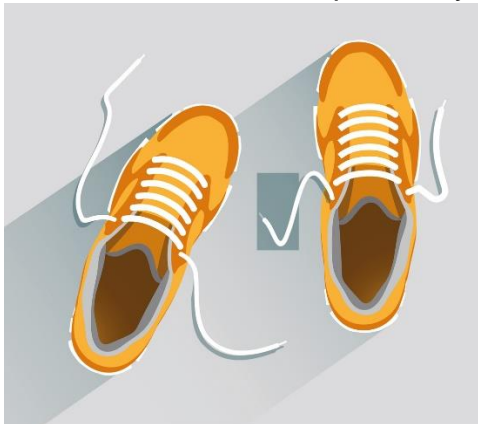


4. Your parent is worried about injuries and bans you from skateboarding. All your friends are doing it, safely, with helmets. You decide to snag one secretly. Without a driver's license, your buying options are limited. You can't risk ordering one online, having it shipped directly to your house. But you also aren't able to afford the pricey ones sold in the shop around the corner. A friend of a friend says they'll sell you a name brand helmet for a third of the price. It doesn't come in a box, the logo looks fishy, but you buy it. Half an hour later at the skate park, you attempt a wallride, land on your head, the helmet splits in half, and you're now traveling in an ambulance to the



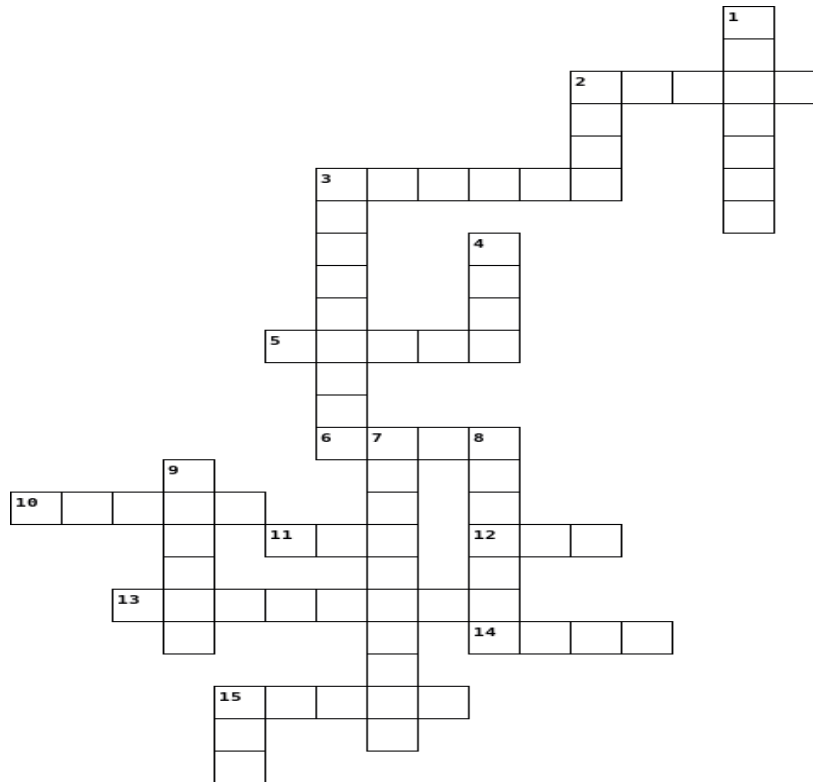
-----.

5. David wants to impress the kids in his fancy new school district with some fresh, new \$200 kicks, but he blew his allowance on video games and convenience store runs. His cousin Tia said she purchased a knockoff handbag that, "looked like the real thing," even though the "real thing" would've cost nearly \$1,000. Tia encourages Ethan to buy a pair of imposters, or _____, at the flea market where she purchased her purse. On the first day of school, David struts in with his snazzy sneakers, the stitching unravels, and the left shoe falls apart. Way to make a first impression, Dave-O!



(Answer Key: a. Police, b. Dark Web c. Rash, c. Emergency Room, e. Fakes)

FIGHT THE FAKES! BE A DUPE DETECTOR



Across

2. Counterfeit sports gear includes items like shoes, helmets, bats and _____.
3. Whom you call to file a report about scams.
5. Chemicals used in fake skincare products may be _____ and not safe for your skin.
6. If it's too good to be true, it's probably a _____.
10. To nag; a type of dog
11. The kind of burglar found in 'heist' movies
12. The droppings of this animal are found in some counterfeit cosmetics.
13. It's cheap, fake, and a replica of the original
14. Fake electronics with faulty wiring may catch on _____.
15. Neither a child or teenager, but between

Down

1. This sneaky computer software may be included with fake electronic products or dubious downloads, and is designed to wreak havoc.
2. Take A _____ Out Of Crime.
3. Your device and website _____ should include numbers, letters and symbols.
4. Initials of National Crime Prevention Council
7. A device used when gaming
8. What crime-fighting canine began his work in 1980?
9. Many of the sketchy sales you encounter may be _____.
15. If a product does not include _____, you should be suspicious.

(WANT THE ANSWERS? THEY'RE ON THE NEXT PAGE.)

ANSWER KEY

Across: (2) balls (3) police (5) toxic
(6) scam (10) hound (11) cat (12) rat
(13) knockoff (14) fire (15) tween

Down: (1) malware (2) Bite (3) passwords
(4) NCPC (7) controller (8) McGruff
(9) online (15) tax

MONTHLY *GO FOR REAL* CHECKLIST

WWW.NCPC.ORG/GOFORREALTOOLKIT/DUPE-DETECTOR-KIT/



☐ CHANGE YOUR PASSWORDS MONTHLY, AND REMIND YOURSELF TO STAY AWAY FROM SKETCHY ONLINE VENDORS WHOSE WEBSITES HAVE TONS OF MISSPELLINGS, FUZZY PRODUCT PHOTOS, AND NOTHING BUT TOP-NOTCH REVIEWS.

☐ IT'S EASY TO GET SWEEPED UP IN TRENDS, BUT IF SOMETHING IS PRICED TOO LOW AND IT SEEMS TOO GOOD TO BE TRUE, IT'S PROBABLY TOO SHADY TO BUY. THINK ABOUT THIS BEFORE "ADDING TO CART."

☐ NO MENTION OF SALES TAX ON ONLINE PURCHASES? THAT'S A BIG, RED FLAG.



☐ REMIND YOUR FRIENDS THAT IT'S JUST NOT WORTH IT BUYING FAKES. BUY A CHEAP COUNTERFEIT, AND YOU'LL PROBABLY HAVE TO BUY A SIMILAR ITEM ONCE THE COUNTERFEIT FALLS APART.

☐ WHEN ADDING SONGS TO YOUR PLAYLIST, MAKE SURE YOU PURCHASED LEGAL DOWNLOADS -- AND DIDN'T JUST SNATCH THEM OFF THE INTERNET. YOU WOULDN'T WANT SOMEONE STEALING YOUR IDEAS, OR YOUR MONEY. THAT'S WHAT HAPPENS WHEN MUSIC IS PIRATED.

