



Awareness of Counterfeits in E-Commerce

U.S. Customs and Border Protection targets and seizes imports of counterfeit and pirated goods entering the United States. Approximately 87% of all counterfeit seizures occur in the small package environment. Be sure to shop from authenticated online sources.

Be **mindful** of the following risks when purchasing online goods:



Buying fakes damages American businesses.

ECONOMIC IMPACTS

Each time a counterfeit good is purchased, a legitimate U.S. company loses revenue. Beware of untrustworthy online sellers' tactics. Counterfeiters may manipulate online reviews in their favor to obtain an unfair advantage over legitimate businesses.



Counterfeits may harm your friends and family.

HEALTH & SAFETY CONSEQUENCES

Counterfeiters may take advantage of high demand goods that are meant to help people. Many counterfeit products are low quality and can cause injuries or even death. Ensure your purchases meet safety guidelines.



Organized crime profits from the sale of counterfeit goods.

LEGAL IMPLICATIONS

Purchasing counterfeit goods is illegal. The creation of counterfeits can involve forced labor, human trafficking, or support other criminal enterprises.

Protect yourself, others, and America by avoiding counterfeit goods!

