U.S. Customs and Border Protection wants to help you understand consumer online shopping responsibilities. U.S. consumers spend more than $100 billion every year on intellectual property rights (IPR) infringing goods, falling victim to approximately 20% of the counterfeits that are illegally sold worldwide. Be aware before you buy by following these guidelines.

**Impacts on our economy**

*Is it too good of a deal?*

A low price doesn’t mean it is smart to buy! Counterfeiters may use false reviews to obtain an unfair advantage over legitimate businesses, tricking you into buying fake, defective, and/or dangerous products.

*Buying fakes directly hurts real businesses!*

**Legal implications for everyone involved**

*Do you know who is getting your money?*

It is illegal to purchase counterfeit goods for many reasons. However, many people don’t realize that the creation of counterfeits can involve forced labor, human trafficking, or support other criminal enterprises.

*Even innocuous fakes can fund criminal causes!*

**Risks to our own health and safety**

*Does your purchase meet safety guidelines?*

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 when used.

*Counterfeitors don’t care about the well-being of you or those close to you!*

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

For more information contact ecommerce@cbp.dhs.gov

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