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Acquisition Professional Training: Counterfeit Awareness, Mitigation, Identification, and Reporting



Purpose

- The purpose of this training is to provide acquisition professionals with the knowledge and skills needed to **combat the counterfeit threat** in the workplace.
- In order to achieve this, participants will be provided a toolbox of knowledge and strategies to:
 - **Understand** the threats posed by counterfeits;
 - **Mitigate** the purchase and distribution of counterfeits;
 - **Identify** counterfeits; and,
 - **Report** counterfeits.

Did You Know?

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- Counterfeiting and piracy cost the global economy between \$200-\$250 billion and 750,000 American jobs per year?
- The distribution of counterfeit goods is a criminal offense in the United States and is punishable by fine or imprisonment up to life if serious bodily injury or death occurs?
- Since the early 1990s, trade in counterfeits has grown at 8 times the rate of legitimate trade?
- 88% of counterfeit seizures made in the U.S. originated from China (63%) and Hong Kong (25%)?

Sources:

"Top Ten Ways to Protect Yourself from Counterfeiting and Piracy," U.S. Department of Commerce, International Trade Administration

What is the threat?

coun•ter•feit (v.)

To make a copy of, usually with the intent to defraud; forge

- **What is a counterfeit product?**
 - A fraudulent imitation of a legitimate good
- **What are the impacts of counterfeit products?**
 - Health and safety risks
 - Economic consequences
 - Criminal funding
 - FWA- Fraud, Waste, and Abuse

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Examples of the Threat

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Counterfeit goods come in many different shapes and sizes. The terms “counterfeit” or “knock off” often evoke images of DVDs or luxury retail items like handbags, watches, shoes. In reality, criminals are counterfeiting items that go beyond these goods, and are potentially harmful to your health and safety. A few examples of these counterfeit items are listed below:

- [Airbags](#)
- [Batteries](#)
- [Outlet Strips](#)
- [Integrated Circuits](#)
- [Fire Extinguishers](#)
- [Cell Phone Covers](#)

Examples of the Threat

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Legitimate vs. Illegitimate Websites

- The counterfeit threat is magnified by the creation of “counterfeit sites” made to look very close, or sometimes even identical, to legitimate retailers’ sites.
 - *Use caution when searching through popular search engines. There are often instances in which the counterfeit site appears before the legitimate site in a search.*
 - *There is often no legal recourse for broken or tainted goods ordered through counterfeit sites.*
- **Exercise:** Compare the websites provided on the next two slides and identify which you think is the “real” versus “fake” site.



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FAKE

muchrosettastone.com

Ergo Baby Carrier Free Shipping All Over The World!



For a greener lifestyle.

The new Organics.



What's your favourite colour?

Organic Ergo Baby Carrier Black solid Black Lining Sale Was: \$84.99 Save 37% off	Organic Ergo Baby Carrier Desert Bloom Was: \$89.99 Save 44% off	Organic Ergo Baby Carrier Highland Navy Twill Was: \$89.99 Save 44% off	Sport Ergo Baby Carrier Blue Was: \$89.99 Save 39% off	Optimo Ergo Baby Carrier Baby Black Was: \$89.99 Save 25% off
Organic Ergo Baby Carrier River Rock Green Was: \$89.99 Save 44% off	Organic Ergo Baby Carrier Twill Bark Chocolate With Kona Coffee Was: \$79.99 Save 41% off	Organic Ergo Baby Carrier Twill Navy Was: \$84.99 Save 47% off	Original Ergo Baby Carrier Galaxy Grey With Embroidery Was: \$79.99 Save 33% off	Original Ergo Baby Carrier Cranberry Sale Was: \$79.99 Save 30% off
Original Ergo Baby Carrier Canvas Black Lining Sale Was: \$84.99 Save 47% off	Original Ergo Baby Carrier Canvas Black Lining Sale Was: \$84.99 Save 30% off	Ergo Baby Carrier Cranberry Canvas Black Patch Sale Was: \$84.99 Save 38% off	Original Ergo Baby Carrier Butterfly Figure Sale Was: \$84.99 Save 41% off	Original Ergo Baby Carrier Sapphire Blue Sale Was: \$84.99 Save 41% off
Organic Ergo Baby Carrier Black Butterfly Sale Was: \$84.99 Save 41% off	Original Ergo Baby Carrier Sand Sale Was: \$79.99 Save 33% off	Organic Ergo Baby Carrier Jewel Red Sale Was: \$84.99 Save 30% off	Organic Infant Insert - Silver Was: \$25.00 Save 34% off	Organic Infant Insert - beige Was: \$25.00 Save 34% off
Organic Baby Carrier Petunia Pickle Bottom Evening in Innsbruck Was: \$119.99 Save 25% off	Organic Baby Carrier Petunia Pickle Bottom Heavenly Holland Was: \$119.99 Save 25% off	Organic Baby Carrier Petunia Pickle Bottom Peaceful Perfection Was: \$119.99 Save 25% off	Organic Twisting Pad Pair - Mocha Was: \$16.00 Save 20% off	Organic Twisting Pad Pair - Natural Was: \$16.00 Save 20% off
Original Baby Carrier Mystic Purple Was: \$84.99 Save 26% off				

Welcome to the ergo Baby Carrier Shop!

The cabin offers ergo baby carrier continuous connection, fabulous feeling of freedom and the security of knowing that your baby is safe. This is the carrier of all-in-one soft baby help in all phases of your baby's growth and movement forward and back hip position with ease.

The parents tell us that the company ergo baby carrier is best of all carriers in the market. It was designed by Karin Frost and has extensive testing by tons of thousands of parents. Its innovative design allows the use of your baby comfortably for hours at a time, gives you the freedom to remain active and productive in their daily lives, and let your baby safe on your body when your hands are free.

ERGO baby carrier design is a natural position for baby-riding, so that the compression of the spine and hip, which may be caused by the suspension without support. The infant carrier also balances the weight of the child to the parents hips and shoulders, and alleviates physical stress for parents.

Why is Babywearing so important?

Ergo baby carrier is a practice that people throughout history have factors and very good. Study showed that being born in comparison to other mammals, human babies, at least three months in advance and are being developed, but significant, even shortly after birth. During the completion of the gestation of the baby must stay near his mother, preferably skin to skin, so that you keep your heart rate and temperature stable. Under your baby makes the transition from the uterus is much less difficult, even that is not always practical when making other important points, ergo baby in the cabin allows you to keep your baby close and gives you the freedom to remain active and productive in their daily life.



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The ERGOBABY® Organic Carrier is composed of sustainably grown cotton, dyed with certified organic dyes (Oko-Tex standard) —so you can carry your baby responsibly.

Backpacks & Pouches

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Lifestyle Accessories

For You

Organic Products



Organic Baby Carrier - Black

\$135.00

Qty

Add to Cart



Organic Baby Carrier - Dark Chocolate

\$135.00

Qty

Add to Cart



Organic Baby Carrier - Desert Bloom

\$145.00

Qty

Add to Cart



Organic Baby Carrier - Green w/River Rock Print Lining

\$145.00

Qty

Add to Cart



Organic Baby Carrier - Navy Highland Plaid

\$145.00

Qty

Add to Cart



Organic Baby Carrier - Twill Navy w/Midnight Lining

\$135.00

Qty

Add to Cart

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Organic Baby Carrier - Navy Highland Plaid \$145.00 Qty Add to Cart	Organic Baby Carrier - Twill Navy w/Midnight Lining \$135.00 Qty Add to Cart		

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Mitigating the Threat

Best Practices

Although there is no foolproof way to prevent counterfeit purchases, there are a number of steps that acquisition professionals can take to help mitigate the chances of purchasing legitimate goods.

- ❏ Be suspicious of deals that seem too good to be true. If it seems too good to be true, it probably is.
- ❏ Protect your personal details. Never give away personal information unnecessarily and do not reveal passwords or pins.
- ❏ Know who you are dealing with. Check the manufacturer's website to identify authorized retailers.
- ❏ Be suspicious of websites that do not provide contact information.

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Mitigating the Threat

Best Practices

- ❏ Beware of unsolicited or spam email offers.
- ❏ Be careful how you pay. Buy goods online through secure and encrypted payment systems, don't be drawn off the site to other forms of payments, and consider separate credit cards or accounts for online shopping.
- ❏ Be cautious of websites with:
 - ❏ inaccurate grammar, misspellings, punctuation errors, and nonsensical sentences throughout its site;
 - ❏ FAQ sections explaining a company's policies for customs seizures;
 - ❏ terms such as replica, knockoff or "cheap" in its name or advertising; and
 - ❏ discounted prices which are further discounted if purchased in bulk.

Even if none of these indicators is present, you may still be looking at counterfeit products and/or sites. Always know your retailer.

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Mitigating the Threat

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- **Question:** *Consumers can help protect themselves from counterfeiters by...*
- **Choices:** (select all the apply)
 - A. Ordering from companies with information on its policies for customs seizures.
 - B. Purchasing goods from authorized retailers.
 - C. Providing payment through secure and encrypted payment systems.
 - D. None of the above

Mitigating the Threat

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Best Practices for Acquisition Professionals

- Exercise diligence in using the “Best Practices,” especially when faced with budget and time constraints (i.e. end of fiscal year, sequestration, continuing resolutions)
 - *“If a deal seems too good to be true, it probably is.”*

TRUST YOUR INSTINCTS.



Identifying the Threat

There is no foolproof way to differentiate between a bargain and a counterfeit good. However, there are a few indicators that may assist in making the distinction:

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Missing or expired “use by” dates



Broken or missing safety seals



Unregistered serial numbers

Missing warranty information

Unusual packaging or labeling



TRUST YOUR INSTINCTS.

Identifying the Threat

Question: *Which of the following signs may indicate potential counterfeiting? (Choose all that apply.)*

- A. Labeling that is “off” or does not appear consistent with other similar products
- B. Warranty information included with the product packaging
- C. An expiration date of 3 years ago.
- D. A serial number that is registered with the manufacturer.

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Reporting the Threat

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If you believe you are in possession of counterfeit products, there are a number of steps you should take:

- Contact the National IPR Coordination Center.

Call 1-866-IPR-2060

www.iprcenter.gov

IPRCenter@dhs.gov

- Report the incident using the “Report IP Theft Button” on IPRCenter.gov.



Reporting the Threat

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Question: *What steps can you take if you believe you have ordered counterfeit goods?*

- A. Contact the National IPR Coordination Center at IPRCenter@dhs.gov
- B. Report the incident on the IPR Center website
- C. A & B
- D. None of the above



Consumer Protection Resources

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Congratulations! You have successfully completed the Acquisition Professional Counterfeit Awareness Training Course.

Below are a few resources that might be of use as you use your training knowledge in the workplace:

- **National IPR Coordination Center:**
<http://www.iprcenter.gov>
- **StopFakes:**
<http://www.stopfakes.gov>
- **U.S. Chamber's Supply Chain Tool Kit:**
<http://www.thetruecosts.org>
- **Consumer Product Safety Commission:**
<https://www.cpsc.gov/cgibin/incident.aspx>
- <http://www.lookstoogoodtobetrue.com>