

Outsmart and Shop Smart: Fighting Counterfeit Goods During the Holidays

The U.S. Chamber's Global Innovation Policy Center (GIPC) is raising awareness to consumers and small business about counterfeit goods, the dangers of fake products, and the prevalence of online fraud and scams—which costs the global economy over \$500 billion a year.

Why it matters: During the global pandemic, consumers are ramping up their online purchasing, and counterfeiters are exploiting this trend. Criminals have adapted to our new online-shopping habit, and it's more important than ever for consumers to remain vigilant.

To fully protect consumers, government and industry can pursue better enforcement against counterfeiters. A few best practices to consider are:

- **Prevent:** Online sellers should be vetted and verified as safe before they're able to attract consumers to their online marketplace.
- **Respond:** The process to register and request enforcement action against counterfeiters for rights holders should be streamlined and simplified.
- **Report:** The public should have access to a rating system that tracks online sellers' history, including past counterfeiting violations.

Dig deeper:

- Help keep small business and consumers safe by sharing the [Shop Smart Toolkit](#).
- Explore the U.S. Chamber's efforts to protect consumers on the [Shop Smart webpage](#).

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