



Anti-Counterfeiting

Advancing a safe, fair and fake-free world
through education, collaboration and advocacy

Year in Review 2021

Educating the Public

Be Safe Buy Real Campaign

Originally designed as an annual, pre-holiday campaign, in 2021 Be Safe Buy Real was expanded to a quarterly campaign organized around four key themes: consumer safety, human health, digital safety and home safety. Each theme's message was kicked off with a video that highlighted the dangers of counterfeit products, and the steps consumers can take to safeguard against those dangers. Thanks to our 32 partners, the videos reached over 1 million people on social media.



Digital Safety

The Generational Divide

How likely are young consumers to buy counterfeit online?

43.6% have bought a fake product

19.9% know that they were buying a fake item

Younger generations are more prone to buying fakes because:

- Younger consumers are more prone to buying fakes because:
- Younger consumers are more prone to buying fakes because:

GOOD DEAL

CANNOT AFFORD

AWARENESS

Consumer Safety

BE SAFE BUY REAL

Fake COVID-19 vaccine cards pose a threat to public health

The FBI said that making or buying a fake COVID-19 vaccine card is breaking the law and endangering other people.

May find it easy to create fake black and white, 4 by 3 inch COVID-19 vaccine cards. However, those counterfeit cards raise the possibility of an unvaccinated person carrying the disease who is sitting with people who cannot, for health reasons, be vaccinated, and spreading the potentially deadly illness.

If the COVID-19 vaccine cards include the errors below, you should be suspicious of them.

- 1 Misspellings
- 2 Unfamiliar words
- 3 Misspelling in Spanish translation

Home Safety

COUNTERFEITS ON BLACK FRIDAY

BE SAFE BUY REAL

Where? Massive increase of fake goods are sold via online platforms on Black Friday.

What? Items such as electronic goods and fashion products are a major concern.

Be aware! Counterfeit products are most common to find during the holidays.

How do they do this? Fraudsters take advantage and use it to make cheap products and make a profit.

How can I stay safe? Consumers should buy products from reputable and trusted sellers.

Human Health



Reaching a Global Audience

The Be Safe Buy Real campaign understand that counterfeiting is a borderless crime. In 2021, the campaign began to develop a strong foundation to be able to communicate to an international audience.

It began to lay the groundwork by translating the website into Spanish and French along with 30 pieces of campaign content. While not yet officially launched internationally, we are proud to report that, in 2021, the website received over 800 international visitors.



Educating Global Law Enforcement

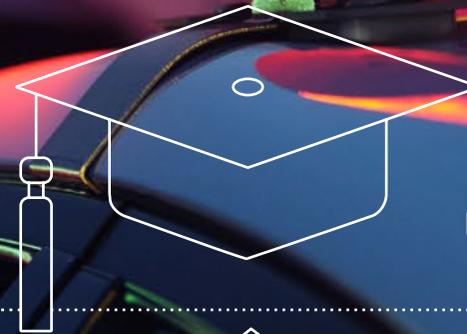


INTERPOL



INTERPOL and Underwriters Laboratories continue their partnership by delivering key learning modules through the International Intellectual Property Crime Investigators College (IIPCIC). The IIPCIC educates global law enforcement and stakeholder groups to effectively combat transnational intellectual property crime.

2021 IP Crime College Overview



35,000
learners enrolled



Courses in
6 languages



180
countries representing



4,921

new learners in 2021



975

law enforcement agencies

4,898

certificates awarded in 2021



Convening Global Stakeholders

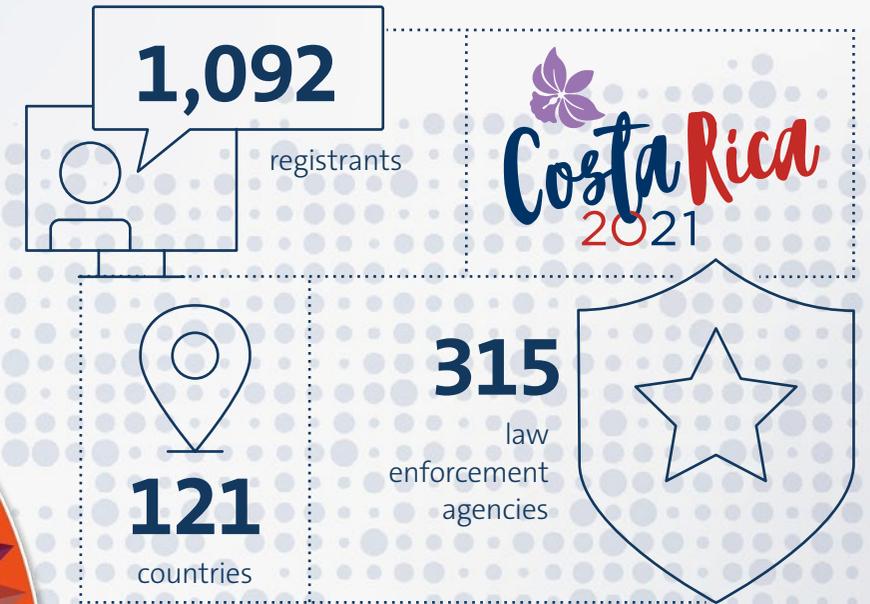
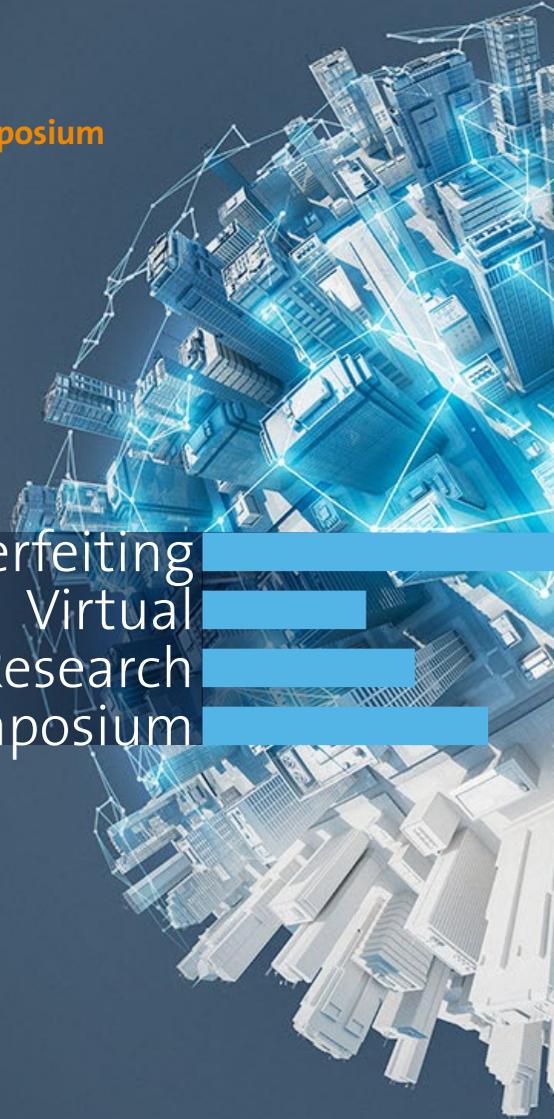
Anti-Counterfeiting Virtual Research Symposium

This symposium features prominent researchers, scholars and leaders in the field of anti-counterfeiting to discuss relevant research.

The 2021 event, the second annual virtual symposium, focused on the relationships between counterfeit goods, their environmental impact and intersection with social media. 240 registrants represented 39 countries.

Anti-Counterfeiting Virtual Research Symposium

240
registrants



Intellectual Property Crime Conference

The 14th Intellectual Property (IP) Crime Conference gathered expert speakers and participants from around the world to address the enforcement challenges posed by digital piracy, the health and safety aspects of IP crime, and the COVID-19 pandemic.

The event reached an audience of 1,092 registrants across 121 countries and 315 law enforcement agencies. Terry Brady was an opening keynote speaker, along with Carlos Alvarado Quesada, the president of the Republic of Costa Rica.

Sharing Our Expertise

Lithium Battery Air Safety Advisory Committee Meeting

The U.S. Department of Transportation (DOT) Lithium Battery Air Safety Advisory Committee held a meeting to discuss the potential safety hazards posed by lithium batteries. Anti-Counterfeiting team was invited to present about the additional health and safety concerns counterfeit batteries pose to the industry. There were 120 virtual attendees.



120 virtual attendees

International Trademark Association Annual Meeting

Anti-Counterfeiting team was invited to present at the International Trademark Association 2021 Annual Meeting session titled “Educating the Marketplace About the Dangers of Counterfeits: Ideal World Versus the Real World.” The session topics included how imperative it is to educate consumers and all stakeholders in the supply chain to effectively combat counterfeits in both an online and brick-and-mortar world. We reached more than 3,000 virtual attendees.



3,000 virtual attendees

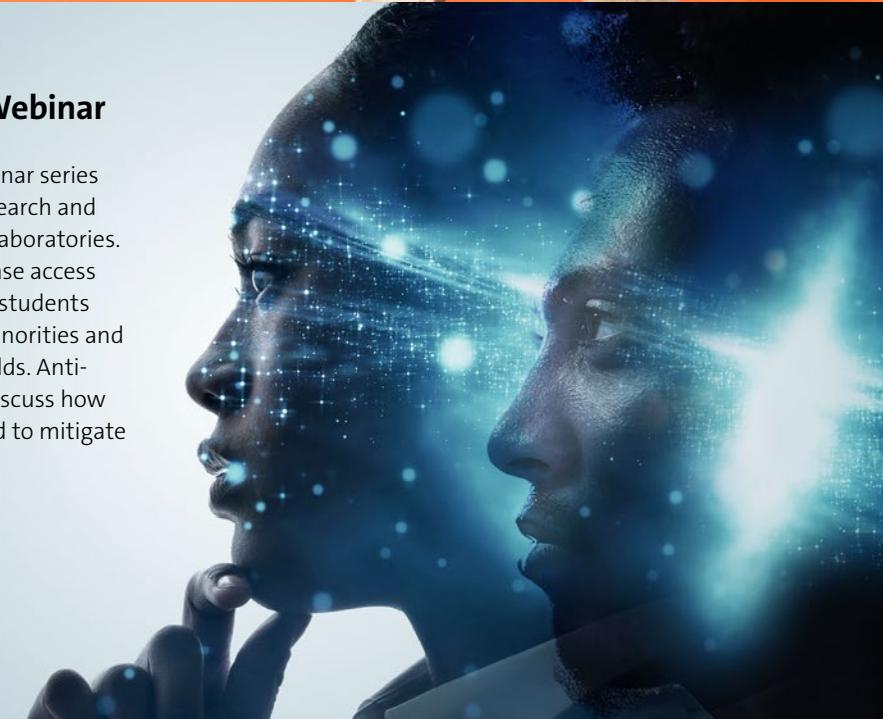
FICCI Consumer Protection in the COVID Age

This virtual event focused on the effects of the COVID-19 pandemic on counterfeiting and anti-counterfeiting. The panel was hosted by the leadership team of the Federation of Indian Chambers of Commerce and Industry Committee Against Smuggling and Counterfeiting Activities Destroying the Economy (FICCI CASCADE). The panel included representatives from the Indian government as well as industry partners such as Johnson & Johnson, Amazon and Underwriters Laboratories. At the session, Underwriters Laboratories highlighted the global Be Safe Buy Real campaign.



Future of Safety Science Webinar

The Future of Safety Science is a webinar series that will highlight the world-class research and thought leadership of Underwriters Laboratories. The webinar series also aims to increase access to opportunities in safety science for students from the overlooked talent pool of minorities and underrepresented groups in STEM fields. Anti-Counterfeiting team was invited to discuss how safety science research can be applied to mitigate the risk of counterfeit products.



Uniting With Partners



U.S. Customs and Border Protection

Don't let counterfeiters profit at the expense of your health

Expert insight by Laurie Dempsey, Director, Intellectual Property Rights and E-Commerce Division, Trade Policy & Programs, U.S. Customs & Border Protection, Office of Trade



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Laurie Dempsey's responsibilities include creating policies and guidance to help consumers identify counterfeit products. She also oversees the U.S. Customs and Border Protection's efforts to protect the public about the dangers of counterfeit goods. In this article, she shares the ways that she and her colleagues are working with their partners to protect consumers and their health and safety.

The most harmful kind of fake

Counterfeit medical and pharmaceutical products are some of the most harmful counterfeit products not only because they don't perform, but also because they are potentially deadly. The most harmful kind of fake is counterfeit medical and pharmaceutical products. Counterfeit medical and pharmaceutical products are some of the most harmful counterfeit products not only because they don't perform, but also because they are potentially deadly. The most harmful kind of fake is counterfeit medical and pharmaceutical products.

World Anti-Counterfeiting Week Nov. 16-20, 2020

U.S. Customs and Border Protection (CBP)

Monica Mena, director of the Education and Outreach, interviewed Laurie Dempsey, director of the U.S. Customs and Border Protection on how counterfeiters have been taking advantage of the pandemic to spread fraudulent goods. She also shared her insights on how educating consumers and working with them is the best way to keep counterfeits out – and health and safety in.



Federation of Indian Chambers of Commerce and Industry (FICCI)

The Anti-Counterfeiting team conducted an interview with Anil Rajput, chairman of the Federation of Indian Chambers of Commerce and Industry Committee Against Smuggling and Counterfeiting Activities Destroying the Economy (FICCI CASCADA). He shared his insights and highlighted India's inspiring campaigns and efforts against counterfeits. This collaboration between our team and FICCI CASCADA has set the tone for future collaborations to further our work in combating counterfeits.

Inspiring ways in which India is beating back counterfeiters and smugglers

Expert insight article by Anil Rajput, Chairman, FICCI CASCADA



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India's answer to counterfeiting and smuggling

As the Chairman of India's anti-counterfeiting committee (FICCI CASCADA), Anil Rajput has helped significantly to create national awareness surrounding the hazards of counterfeiting and smuggling. In this article, he shares some of the hard and unique measures that have seen success in India.

India has been particularly tough on counterfeiters when it comes to the protection of counterfeiters entering the country. There are many fake products which are made to produce, counterfeits, counterfeit products to cause the product large numbers of counterfeit products. And many of these products look so similar to the originals that consumers cannot tell the difference.

As a result, a system is needed that provides an organized way to identify and engage with consumers and policy makers. This is what we have done. Our vision is to create a system of "buyers' clubs" in which consumers can identify and engage with consumers and policy makers. This is what we have done. Our vision is to create a system of "buyers' clubs" in which consumers can identify and engage with consumers and policy makers.

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