

## **REPORT A FAKE TO TRADING STANDARDS**

### **How can you avoid buying fakes?**

Top tips to avoid buying fakes include:

- Be suspicious about bargains. If something seems too good to be true, it probably is!
- Find out if you have any guarantees or after-sales service.
- Examine the quality of the goods.
- Check labels and packaging for misspellings and poor logos.
- Take extra care at street markets, car boot sales, pubs and computer fairs, or in other situations where it may be more difficult to get in touch with the trader after the purchase.
- You should also guard against buying fakes on the Internet.

### **Why should you avoid buying fakes?**

There are lots of reasons why you should not buy fakes - and some that you may not have considered before.

- The goods may be dangerous - from cosmetics that can cause skin rashes to fake car parts that may cause accidents..
- A lot of fake goods fund drug dealers and other organised crime - even terrorism.
- You may end up paying higher taxes because people who deal in fakes don't - consumers like you end up making up the difference.
- You may be putting local people out of jobs because genuine manufacturers can't compete with the criminals making and selling fakes.
- If you buy fake goods and they don't live up to your expectations, you won't get any after sales service or guarantees.
- Fake goods deprive the copyright owner of money that can be used to fund new development.

### **What does the law say?**

It is unlawful to apply a registered trade mark to goods, or to make an exact copy of goods which have the benefit of a registered trade mark registration, without the permission of the trade mark owner.

Even where goods are not subject to a trade mark registration, it is sometimes still possible to bring an action against someone making copies of goods, or attaching marks to goods, without the permission of the person already trading in those goods and associated marks.

This is called a "passing-off" action.

Copyright may exist in certain goods, such as artistic designs on clothing, computer programs, CDs, DVDs and other electronic media. An infringement of copyright may occur where such goods are copied without the permission of the copyright owner.

Infringing goods are generally known as 'counterfeit' or 'pirated' goods.

Please return your completed form to:

**Trading Standards,  
Bridgeway House,  
Irvine,  
KA12 8BD**

Alternatively you can email it to:

[tradingstandards@north-ayrshire.gov.uk](mailto:tradingstandards@north-ayrshire.gov.uk)

## REPORT A FAKE – STRICTLY CONFIDENTIAL

1	Your Name	
2	Your Address	Postcode:
3	Your Contact Details	Home tel: Mobile Tel: E-Mail:
4	Traders Name	
5	Traders Location	
6	Traders Contact Details	Tel: Other:
7	What was on offer?  Where was the item advertised?  If you bought the item what method did you use cash/card/price	Item:  Location:  Purchase Details: