

GO FOR REAL

**Counterfeits aren't generic brands.
They're cheap imitations of
brands we trust.**

In addition to funding criminal enterprises, counterfeit scams drain the economy, cost Americans real jobs, hurt businesses, and dupe consumers. As if that weren't enough, certain fakes, such as faulty electronics, cause over 70 deaths and 350,000 serious injuries every year.

Why risk it? #GoForReal and buy from brands you trust.

The U.S. Patent and Trademark Office (USPTO) and the National Crime Prevention Council (NCPC) are working together to raise public awareness about the importance of intellectual property and to decrease demand for counterfeit goods in the United States.

This public education campaign is aimed at tweens and teens, encouraging them to make smart buying decisions and seek out legitimate products.

Learn more about fakes and take the #GoForRealChallenge at <https://www.ncpc.org/goforreal>.

Protect your inventions and brands at <https://www.uspto.gov>.

Help *Take A Bite Out Of Crime*® at <https://www.ncpc.org>



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STOPfakes.gov 

