



# FACTS ABOUT TRADEMARKS

**Fact:** Intellectual property (IP) generates 34% of U.S. GDP. That's a huge part of our economy. Counterfeit goods threaten our economic prosperity.

**Good News:** IP-intensive industries create 40 million U.S. jobs, two-thirds of U.S. exports, and \$5.8 trillion in U.S. output.

**Bad News:** 750,000 American jobs are lost, \$250 billion a year in revenues are lost, and 53 billion visits to rogue websites are made each year.

WE NEED TO DO  
MUCH MORE.



# THE IMPACT ON YOUR BRAND



The Global Brand Council leads the way in transforming efforts worldwide to protect trademarks. We stand for innovation, creativity, and consumer safety by promoting strong IP rights worldwide.

- Main Street businesses, entrepreneurs, and globally recognized brands are all facing economic challenges.
- We can prevail against criminals that prey on consumers and take back our brands.



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# THE EFFECT ON CONSUMERS

Consumers utilize the Internet to purchase all types of products. Purchasing from illegal websites that peddle illicit goods can lead to dangerous consequences.

- Consumer safety is at risk.
- When counterfeit items are sold, consumers and businesses lose because nonauthenticated goods are often substandard or worse. Poor, phony goods damage your valuable brand.
- Don't allow criminals to get away with their schemes to sell unsafe products online and make consumers vulnerable to malicious malware.



# SUPPORT BRAND INTEGRITY. FIGHT FAKES.



The Global Brand Council protects trademarks.

- Advocates for domestic and foreign law enforcement to investigate and prosecute criminal networks that sell counterfeit goods and illegal imports.
- Strengthens efforts to prevent the illegal sale of counterfeit goods via the Internet.
- Presses for new tools for law enforcement.
- Fights for funding, seizure rights, and tougher penalties.



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