



## Seven in Ten Say Their Company’s Budget to Combat Counterfeit Goods Trafficking Increased

Vast Majority Focus on Proactive Brand Protection Efforts

Washington, DC, October 4, 2019

### Full Annotated Questionnaire:

1. With respect to online marketplaces, which of the following pose the biggest challenge(s) for your organization? You may select up to 3.

	<b>Total (N=44)</b>
Intellectual property infringements (e.g. counterfeit or pirated goods, design infringement)	95%
Keeping up with changing e-commerce technologies	27%
Visual presentation of products	25%
Keeping up with changing consumer demands	14%
Managing shipping and logistics	11%
Maintaining effective customer service communication	9%
None of the above	-
Not applicable	-

INFOSCREEN: The term “counterfeit” means a copy or imitation of something else made/marketed with an intent to deceive.

2. How aware are you, if at all, of the challenge of counterfeit goods found on online marketplaces?

	<b>Total</b>
Very aware	89%
Somewhat aware	7%
Not very aware	5%
Not at all aware	-
Don’t know	-
<i>Aware (Net)</i>	<i>95%</i>
<i>Unaware (Net)</i>	<i>5%</i>



3. How often, if at all, does your company focus on proactive brand protection efforts to combat counterfeit goods?

	<b>Total</b>
Very often	73%
Somewhat often	23%
Not very often	5%
Never	-
Don't know	-
<i>Often (Net)</i>	<i>95%</i>
<i>Not often (Net)</i>	<i>5%</i>

4. Of the following enforcement tools, which, if any, would be the MOST effective in combatting counterfeit and pirated goods trafficking? You may select up to 3.

	<b>Total</b>
Information sharing between platform and brand owners around problem sellers and unauthorized distributors	52%
Careful screening of online sellers	45%
Suspension of accounts with termination for repeat offenders	39%
Automated tools, algorithms, and machine learning to proactively screen and prevent posting of high-risk, illegal products and sales	25%
Reduced timelines for takedowns and measures to prevent re-listing of offers that have been taken down	23%
Strengthening public-private partnerships with U.S. rights holders, express shippers, online third-party marketplaces	20%
Fines for sellers of counterfeits and pirated content	18%
Monitoring of high-risk sellers	16%
Simplification of online processes to request enforcement action	14%
Rating system for public which tracks seller's history including IP violations	11%
Enforcing existing terms of service that bar the sale of prohibited and restricted items	11%
Other (Please specify)	7%
None of the above	2%

5. In the last two years, have instances of counterfeit and pirated goods trafficking of your company's products increased or decreased?

	<b>Total</b>
Increased a lot	64%
Increased a little	23%
Decreased a little	2%
Decreased a lot	2%
Don't know	7%
Not applicable	2%
<i>Increase (Net)</i>	<b>86%</b>
<i>Decrease (Net)</i>	<b>5%</b>

6. Do you agree or disagree that counterfeit and/or pirated goods trafficking is a major issue in your industry?

	<b>Total</b>
Strongly agree	82%
Somewhat agree	14%
Somewhat disagree	5%
Strongly disagree	-
Don't know	-
<i>Agree (Net)</i>	<b>95%</b>
<i>Disagree (Net)</i>	<b>5%</b>

7. To the best of your knowledge, how much, if any, does your company lose annually due to instances of counterfeiting?

	<b>Total</b>
Less than or equal to \$25MM	30%
Less than or equal to \$50MM	5%
Less than or equal to \$100MM	5%
Greater than \$100MM	16%
Don't know	45%
<i>Under \$100MM (Net)</i>	<b>39%</b>
<i>Over \$100MM (Net)</i>	<b>16%</b>



8. Of the following list of tactics used by counterfeiters to sell counterfeit goods, which, if any, are the most commonly used? Select all that apply.

	<b>Total</b>
Fake content to appear to represent your company's goods/services	66%
Use of paid ads to reach customers	45%
Bot networks to increase site traffic	20%
Recruitment of spammers to sell counterfeit products	16%
None of the above	7%
Don't know	11%

INFOSCREEN: An online third-party marketplace is a web-based platform that connects buyers and sellers.

9. Is your company an online third-party marketplace?

	<b>Total</b>
Yes	7%
No	86%
Don't know	7%

10. Of the following list, which, if any, are measures that your company uses to deal with counterfeit goods trafficking? Select all that apply.

	<b>Total</b>
Implementing brand protection program	89%
Involving law enforcement	77%
Implementing policies/initiatives that prohibit counterfeit products from marketplace	55%
Implementing policies/initiatives that prohibit illicit/dangerous items from marketplace	27%
Implementing know your seller/vendor program	27%
Other	7%
Don't know/None of these	2%



11. Thinking about the role of the U.S. government, how valuable, if at all, are the following in preventing counterfeit and pirated goods trafficking?

Valuable summary

	<b>Total</b>
Real-time information sharing	93%
More information on seizures	91%
Additional law enforcement resources	86%
Recordation	84%
Data-driven efficiencies	84%

a) Recordation

	<b>Total</b>
Very valuable	57%
Somewhat valuable	27%
Not very valuable	5%
Not at all valuable	-
Don't know	11%
<i>Valuable (Net)</i>	<i>84%</i>
<i>Not valuable (Net)</i>	<i>5%</i>

b) More information on seizures

	<b>Total</b>
Very valuable	70%
Somewhat valuable	20%
Not very valuable	2%
Not at all valuable	2%
Don't know	5%
<i>Valuable (Net)</i>	<i>91%</i>
<i>Not valuable (Net)</i>	<i>5%</i>



c) Real-time information sharing

	<b>Total</b>
Very valuable	77%
Somewhat valuable	16%
Not very valuable	2%
Not at all valuable	-
Don't know	5%
<i>Valuable (Net)</i>	<b>93%</b>
<i>Not valuable (Net)</i>	<b>2%</b>

d) Additional law enforcement resources

	<b>Total</b>
Very valuable	70%
Somewhat valuable	16%
Not very valuable	7%
Not at all valuable	2%
Don't know	5%
<i>Valuable (Net)</i>	<b>86%</b>
<i>Not valuable (Net)</i>	<b>9%</b>

e) Data-driven efficiencies

	<b>Total</b>
Very valuable	66%
Somewhat valuable	18%
Not very valuable	5%
Not at all valuable	-
Don't know	11%
<i>Valuable (Net)</i>	<b>84%</b>
<i>Not valuable (Net)</i>	<b>5%</b>

12. How effective, if at all, has working with law enforcement been in tackling counterfeit goods trafficking?

	<b>Total</b>
Very effective	32%
Somewhat effective	48%
Somewhat ineffective	9%
Very ineffective	2%
Don't know	9%
<i>Effective (Net)</i>	<i>80%</i>
<i>Ineffective (Net)</i>	<i>11%</i>

13. Do you agree or disagree that additional law enforcement resources should be allocated to tackling illicit trafficking?

	<b>Total</b>
Strongly agree	77%
Somewhat agree	16%
Somewhat disagree	-
Strongly disagree	-
Don't know	7%
<i>Agree (Net)</i>	<i>93%</i>
<i>Disagree (Net)</i>	<i>-</i>

14. Which of the following measures, if any, should law enforcement prioritize in tackling counterfeit goods trafficking?

	<b>Total</b>
Additional prioritization of intellectual property-related crime	41%
New technology to detect and deter importation of counterfeit merchandise through the Ports of Entry	18%
Increased Information sharing	11%
Enhanced penalties	9%
Additional clarity around responsible party	7%
Additional cases brought for criminal referral	7%
Don't know	7%



15. Do you agree or disagree that the leadership within your organization prioritizes tackling counterfeit goods trafficking?

	<b>Total</b>
Strongly agree	55%
Somewhat agree	36%
Somewhat disagree	7%
Strongly disagree	-
Don't know	2%
<i>Agree (Net)</i>	<i>91%</i>
<i>Disagree (Net)</i>	<i>7%</i>

16. To the best of your knowledge, what percentage of your company's total budget is used to combat counterfeit goods trafficking?

	<b>Total</b>
0%	-
Approximately 1%-5%	55%
Approximately 6%-10%	2%
Over 10%	5%
Don't know	39%

17. To the best of your knowledge, has your company's budget used to combat counterfeit goods trafficking increased or decreased over the last five years.

	<b>Total</b>
Increased	73%
Decreased	11%
Don't know	16%

18. In your own words, what, if any, are some best practices your company uses to deal with counterfeiting?

**[Pending analysis of open-ended responses]**





## About the Study

These are some of the findings of an Ipsos poll conducted between September 3-27, 2019 on behalf of the U.S. Chamber of Commerce. For this survey, a sample of roughly 44 adults age 18+ from the continental U.S. Alaska and Hawaii was interviewed online in English.

The sample for this study was randomly drawn from Ipsos' online panel (see link below for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see link below for more info on the Ipsos "Ampario Overview" sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2016 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Posthoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 16.8 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=44, DEFF=1.5, adjusted Confidence Interval=+/-18.3 percentage points).

### For more information on this news release, please contact:

Chris Jackson  
Vice President, US  
Public Affairs  
+1 202 420-2025  
[chris.jackson@ipsos.com](mailto:chris.jackson@ipsos.com)



## About Ipsos

Ipsos is the world's third largest market research company, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP [www.ipsos.com](http://www.ipsos.com)