1. Trust your instincts
   If it’s too good to be true, it probably is.

2. Insist on secure transactions
   Make sure your payments are submitted via websites beginning with https:// (the “s” stands for secure) and look for a lock symbol at the bottom of your browser.

3. Watch for missing charges
   Criminals trafficking in counterfeit goods often do not report their sales to financial authorities—a difference you may notice in the final price.

4. Seek quality assurance in the secondary market
   Reputable and reliable resellers have comprehensive inspection and authentication procedures and technicians to inspect the equipment they sell.

5. Be careful purchasing medicine online
   Over 96% of online pharmacies do not meet safety or legal standards.

6. Be vigilant when buying abroad
   When shopping on international websites, look for trusted vendors that use identifiable privacy security safeguards and have reasonable return policies.

7. Guard your personal information
   Illicit websites often install malware that can steal your credit card information and other information stored on your computer.

8. Scrutinize labels, packaging and contents
   Look for missing or expired dates on perishable products, broken or non-existent safety seals, false warranty information, or otherwise unusual packaging.

9. Report fake products
   Report unsafe counterfeit products to U.S. Customs Border and Protection or the National IPR Center.

10. Spread the word
    Share these tips! Teach your family, friends and coworkers about counterfeits.