



Top 10 Tips to #ShopSmart

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.