



## 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.