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.