



# BEST PRACTICES

## TO SHOP SMARTER

### GOOD SIGNS

- ✓ Product is available from the **MANUFACTURER'S LEGIT WEBSITE**
- ✓ Product **LOGOS** are present, **SPELLING** is correct, and **PICTURES** are not blurry or obscure
- ✓ Product is offered for sale by the **BRAND OWNER/MANUFACTURER/LICENSED SELLER**

### BAD SIGNS

- ✗ Brand **NAME, TRADEMARK,** or **PRODUCT NAME** is misspelled
- ✗ **PRICE** is too low
- ✗ The **LEGITIMATE BRAND OWNER** is **OUT OF STOCK,** but someone online has plenty of product to sell



Think you bought a counterfeit, **WHAT NOW?**

- **REPORT IT**
  - **TO THE BRAND DIRECTLY**
  - **TO THE E-COMMERCE SITE THAT YOU BOUGHT FROM**
  - **TO THE IPR CENTER AND INTERNET CRIME COMPLAINT CENTER (IC3)**
- **DON'T USE IT!!!**