

Portfolio Artifacts related to #2: *The Imitation of Life*

The knock-off industry

<http://www.independent.co.uk/life-style/fashion/features/fake-britain-the-rise-of-the-imitation-industry-462571.html>

Is it a million dollar industry, and if so, why? What else are people willing to “counterfeit”?

<http://en.wikipedia.org/wiki/Counterfeit>

VOICEOVER: Who gets harmed by an imitation handbag and designer shoes? By counterfeit pharmaceuticals and electronics? We all do. And we need your help to Stop Fakes.

Counterfeiting is a global criminal enterprise that threatens the health and safety of Americans, costs U.S. businesses nearly \$200 billion each year, and contributes to unemployment and lost tax revenue. While it typically brings to mind fake handbags, jewelry, clothing, and DVDs, counterfeit goods reach into every aspect of our daily lives, including life-saving medicines, electrical cords that power everyday consumer products, and airplanes and automobile parts installed in the vehicles that we rely on for safe transport.

The purchase of counterfeit goods contributes to a growing web of illegal activity. Criminal investigations by law enforcement officials have found that the production and trade of counterfeit goods is not only controlled by criminal organizations, but the money derived from the sale of counterfeit goods directly supports organized crime.

KAPPOS: Here at the United States Patent and Trademark Office, we issue patents and trademarks that protect the rights of businesses and individuals like you. The primary industries that grow the U.S. economy rely heavily on patent, trademark, and copyright protection. These industries, such as software and pharmaceuticals, drive innovation and invest large amounts of money in research and development, activities which create jobs for Americans - both blue collar and white collar.

VOICEOVER: Counterfeit pharmaceuticals fraudulently bear the name of authentic drugs, and yet many have been found to be contaminated or contain insufficient or excessive quantities of the active ingredient. As a result,

they have caused treatment failure in individuals with life-threatening illnesses and have led to serious bodily injury and, in some cases, death.

Counterfeit electrical products like circuit breakers, power bars, extension cords, and batteries, can cause electrocutions, fires, and explosions, resulting in damage to property and serious bodily harm or death.

KAPPOS: When counterfeiters illegally copy, produce, and sell goods that are protected by patent, trademark, or copyright, it not only decreases the quality of the goods, posing a risk to public health and safety, but it also leads to job losses since the lesser quality counterfeit goods compete in the marketplace with legitimate ones.

VOICEOVER: The risk to health and safety and the negative impact on jobs and the economy makes counterfeiting a costly illegal activity.

To spot counterfeit goods and avoid buying them, follow these steps:

1. Scrutinize the labels, packaging, and contents of goods for expired "use by" dates, broken or missing safety seals, missing warranty information, or unusual packaging.

2. Seek authorized retailers by visiting the manufacturer's website and obtaining a list.

3. Look for missing sales tax charges.

4. Insist on secure transactions - limit online financial transactions to those performed on Web sites beginning with https:// - the "s" means "secure," and look for a lock icon at the bottom of your browser.

5. Know the actual cost of the goods you're purchasing. If the price is heavily discounted, then it may be a counterfeit item.

6. Familiarize yourself with the appearance of the product and where it is sold.

7. And finally, examine the workmanship and quality of the goods.

Following these steps will help keep your family safe and will help to ensure a robust U.S. economy.

KAPPOS: It is important to remember that when you purchase counterfeit goods, you not only put your health and the health of your family at risk but you also undermine our broader economic competitiveness while risking irreparable harm to American brands. By working together to eliminate counterfeit goods, we contribute to the growth of jobs and the sustained growth and success of the entire U.S. economy.

VOICEOVER: For more information about counterfeit goods and how to avoid them, visit the website at www.stopfakes.gov.

<http://www.freakonomics.com/2012/09/13/the-knockoff-economy-is-out-bring-your-questions-for-kal-raustiala-and-chris-sprigman/>

cracking down on the knock-off industry in the courts

<http://hamptonroads.com/2011/11/courts-take-aim-thriving-online-knockoff-industry>

<http://www.wbur.org/npr/160746195/why-knockoffs-are-good-for-the-fashion-industry>

video of the counterfeit industry in action- youTube

<http://www.youtube.com/watch?v=MZoxT60JUcQ>

fake heaven video

<http://www.youtube.com/watch?v=sSVj2mCtOSk>

<http://www.youtube.com/watch?v=O1GgzS-cVr0>

<http://www.dwell.com/argument/article/real-cost-rip-offs>

<http://www.npr.org/templates/story/story.php?storyId=1434815>

Portfolio Artifacts related to #1: ***The Glass Castle***

Attempting the ultimate goal of finding happiness

<http://www.independent.co.uk/life-style/health-and-families/features/the-cycle-path-to-happiness-8422706.html>