




**Counterfeiters  
and pirates  
don't follow rules.  
Take the wind out  
of their sails.**



**> Boycott piracy! <**

**Whoever buys counterfeited or pirated goods is supporting criminal activities and possibly endangering not only themselves but other people too.**

-  The counterfeiting industry is part of organized crime. By acquiring counterfeited goods, you are supporting criminal acts.
-  Standards of security and quality are purposely not maintained and it is at your expense: By acquiring goods from insecure sources – particularly medicines, toys or tools – you are endangering health and life.
-  Counterfeiters and makers of pirated copies usually cannot be made accountable for guarantee or liability claims because their whereabouts are unknown.

### **Stricter laws beginning July 1, 2008 affect you too!**

The large global increase in counterfeiting and piracy and the greater numbers of products involved which endanger health and security have made legislative reform a necessity. As of July 1, 2008, importing design and trademark counterfeits to Switzerland for commercial as well as private purposes is illegal. At border crossings, customs has the right to seize all counterfeited goods, even those imported in small amounts exclusively for private use.

**Don't give counterfeits a chance.**



### **Here's how to recognize counterfeited and pirated copies:**

**Price:** Is the price difference from the familiar, original product realistic? Supposedly «good buys» often turn out to be counterfeited or pirated products.

**Place of sale:** Original products are seldom sold at the beach or at public markets.

**Packaging:** Usually original products do not have damaged packages or grammar mistakes in the writing.

**Guarantees, certificates and instructions:** If such documents are not included with the product, be cautious.

**Internet:** Counterfeiters and makers of pirated copies often use the Internet as their outlet. If an offer sounds too good to be true, obtain additional information first. Manufacturers of originals can also help you identify counterfeits and pirated copies.

For further information: [www.stop-piracy.ch](http://www.stop-piracy.ch)