## What are Trade Marks?

Counterfeiting is the -

- unauthorised use of someone's Registered Trade Mark
- unauthorised use of someone's Unregistered Trade Mark or 'passing-off' as it is known in Common Law

A Trade Mark is any sign and can include words, designs, letters, numerals or the shape of goods its packaging which can be used to tell your goods or services apart from someone else's.

Copyright is someone's way of protecting their work - everything from books to computer programs, plays to photographs, to films and TV programmes and music recordings.

Fake goods are usually poor quality and in some cases they have also been dangerous. Examples include –

- unsafe toys and electrical goods
- poisonous wines and spirits
- ineffective medicines

## Counterfeiting inspections and investigations

We carry out targeted inspections to combat counterfeiting and investigate any information provided by businesses and members of the public.

Anyone involved in the illegal supply of counterfeit goods can face a maximum penalty of 10 years' imprisonment and or £5000 fine per offence. This unfair and often dangerous trade affects local businesses and consumers.

