

LifeSmarts U Consumer Rights Lesson

Counterfeit Products: A Toolbox Lesson

Vocabulary Worksheet KEY: Counterfeit Products

Authentic	Real, genuine, of undisputed origin
Certification mark	A symbol that verifies a product or service meets specific standards; the UL Mark is an example
Counterfeit	An item that uses someone else's trademark without their permission; an imitation intended to deceive
Deceptive counterfeit goods	Counterfeit products consumers believe to be genuine
Dupe influencer	A social media influencer who reviews and links to counterfeit products
Deceptive product	Goods that are not what they claim to be; products may be inferior, counterfeit, defective, and dangerous
False certification	Products with fake claims of certification and test result
Gray market	The sale of genuine products that are diverted from authorized distribution channels and sold by third-party vendors
IP protection	Intellectual property protection; legal system that allows intellectual property to be patented, therefore licensed and protected, so that people can turn their ideas into profit, spurring innovation
Intellectual property rights	Rights associated with intangible assets, often called creations of the mind, which are protected by copyrights, trademarks, and patents
Intellectual property rights violation	Any product that infringes on US trademarks and copyrights
Knockoff	A product that closely resembles a brand name item but is not identical
Non-deceptive counterfeit goods	Counterfeit products consumers generally understand are not genuine
Piracy	Stealing original work, usually by downloading or copying the work without paying and without permission
Replica	A new term used by counterfeiters to describe items that are identical or very similar to brand name products; especially used by social media influencers to describe shoes and handbags
Third-party seller scam	Schemes devised by some independent sellers to defraud shoppers by selling fake products through online popular marketplaces
Trade secret infringement	When a third-party uses key information to benefit economically