

UNBOX REAL HAPPINESS.

10 TIPS TO #SHOPSMART



1 TRUST YOUR INSTINCTS

If it's too good to be true, it probably is.

2 INSIST ON SECURE TRANSACTIONS

Make sure your payments are submitted via websites beginning with <https://> (the "s" stands for secure) and look for a lock symbol at the bottom of your browser.

3 WATCH FOR MISSING CHARGES

Criminals trafficking in counterfeit goods often do not report their sales to financial authorities—a difference you may notice in the final price.

4 SEEK QUALITY ASSURANCE IN THE SECONDARY MARKET

Reputable and reliable resellers have comprehensive inspection and authentication procedures and technicians to inspect the equipment they sell.

5 BE CAREFUL PURCHASING MEDICINE ONLINE

Over 96% of online pharmacies do not meet safety or legal standards.

6 BE VIGILANT WHEN BUYING ABROAD

When shopping on international websites, look for trusted vendors that use identifiable privacy security safeguards and have reasonable return policies.

7 GUARD YOUR PERSONAL INFORMATION

Illicit websites often install malware that can steal your credit card information and other information stored on your computer.

8 SCRUTINIZE LABELS, PACKAGING AND CONTENTS

Look for missing or expired dates on perishable products, broken or non-existent safety seals, false warranty information, or otherwise unusual packaging.

9 REPORT FAKE PRODUCTS

Report unsafe counterfeit products to [U.S. Customs Border and Protection](https://www.cbp.gov) or the [National IPR Center](https://www.uspto.gov/ipr).

10 SPREAD THE WORD

Share these tips! Teach your family, friends and coworkers about counterfeits.