U.S. Customs and Border Protection

The Price of Importing Counterfeit Goods

FAKE goods with REAL consequences

U.S. Customs and Border Protection wants to help you comply with import laws and provide quality products for your customers. Every year, CBP seizes and destroys millions of dollars worth of goods that violate intellectual property right (IPR) laws. The consequences of importing IPR infringing goods can be significant. Protect your business and your customers by ensuring the quality of your product.

What is an IPR violation?

Counterfeits, fakes, and knock-offs

IPR violations are **any product that infringes on U.S. trademarks or copyrights**. Common fake goods include watches, jewelry, designer labels, or sports team merchandise.



Importing fake or copied brand name goods is illegal!

Seizures and Penalties

IPR violations hurt your bottom line

Suspected counterfeits may be held in CBP custody for **up to 60 days** and **can be destroyed** if the good is confirmed to be a counterfeit product. CBP may also issue a **monetary penalty** of up to **double the MSRP value** of the product for repeat violators.



Seizures can result in heavy fines and unhappy customers!

Risk of Criminal Investigation

Don't do the crime if you can't do the time

Seized shipments could lead to **increased scrutiny** of your products and business. CBP partners with ICE Homeland Security Investigations to **prosecute criminal enterprises** that violate American trade.



Consider the risks before deciding to import fakes!

Importing legitimate products is good for you, your business, and your customers!

For more information contact ecommerce@cbp.dhs.gov
@CBPTradeGov