Honmono
Genuine goods
by Emiko Iwasaki

Project Funded by the Japan Funds-in-Trust and supported by the Ministry of Foreign Affairs of Japan and the Japan Patent Office.

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How to Read

Please start from the upper-right corner 1 and read from right to left, i.e., following the numbers from 1 through 7.
Characters
Main character: Hayato

Main female character

Complaining old man:
“Mr. Cranky-Old-Man”

“Papa” DONS
ホノモノ
The town of Yatta-Monda. If you're looking for something, chances are you'll find it here.

Anything, everything. It's all here—from genuine brand name products to cheap imitations.

In this town, scamming and getting scammed are a part of everyday life.

Morning, ma'am.

Mornin'.
MY NAME IS HAYATO.
I'M CRAZY ABOUT
MOTORBIKES, SO I GOT A
JOB AS A DELIVERY GUY.

I WORK HERE,
AT DONS MART.

DONS MART IS THE MOST
RELIABLE STORE IN TOWN.
IT'S THE ONLY ONE THAT
GUARANTEES ALL ITS
PRODUCTS ARE AUTHENTIC.
COME AND LOOK!

HEY, HAYATO!

HUH?

COME HERE!

WHAT?!

OH, THAT’S RIGHT. THE STORE ACROSS FROM US OPENS TODAY.
WE'RE THE DUNS MART GIRLS!

HIIIIII!

TODAY IS OUR GRAND OPENING!

HEY GUYS, COME ON IN.

HEEY GUYS, COME ON IN.
PROMO GIRLS?

HE'S HAVING A SPECIAL GRAND OPENING SALE.

WE DELIVER GROCERIES RIGHT TO YOUR DOOR.

PLEASE STOP BY.

HANG ON. HANG ON A MINUTE!!!

AND LOGO!

DA-DOOM!!

SERVICES!

DA-DUM!!

THEIR STOREFRONT!

TA-DA!!

DA-DUM!!

TA-DA!!

HUSTLE

HUSTLE

HUSTLE

HUSTLE
THEY’VE TOTALLY COPIED EVERYTHING FROM DONS MART!

I CAN’T BELIEVE THEY RIPPED US OFF LIKE THAT.

I’VE BEEN LOOKING EVERYWHERE FOR THIS FACE WASH.

WOW, I JUST FOUND A GREAT BARGAIN.

IT’S MY LUCKY DAY!

I CAN’T BELIEVE THEY RIPPED US OFF LIKE THAT.

GASP

TURN

BLINKING

SEE YA!
HOW CAN HE BE SO HAPPY ABOUT BUYING STUFF FROM THAT RIP-OFF STORE...

THEIR PROMO GIRLS ARE GORGEOUS.

THEY CRUISE AROUND ON THE COOL NEW MOTORBIKES.

AND THEY OFFER REALLY GREAT DEALS...

SILENCE...

TWINKLE

CLUNKY
I WANT TO RETURN THIS! I'LL SUED YOU!
WHAT KIND OF STORE WOULD SELL THIS FAKE JUNK?
EXCUSE ME, SIR, BUT THAT'S...
HERE COMES MR. CRANKY-OLD-MAN AGAIN.
WHAT'S GOING ON OVER THERE?
I WANT TO RETURN THIS! I'LL SUE YOU!
WHAT KIND OF STORE WOULD SELL THIS FAKE JUNK?
MY WIFE GOT A STOMACH ACH AFTER EATING THIS STUFF!
THIS IS THE THIRD TIME HE'S COME IN HERE TO COMPLAIN.
I GUESS HE THINKS WE'RE DUNS MART.
LET ME DEAL WITH HIM.
DONS MART NEVER SELLS COUNTERFEITS, WE SELL GENUINE PRODUCTS ONLY.

DIDN'T COME FROM HERE. THEY'RE FROM DUNS MART. THEY LOOK SIMILAR, BUT THEY'RE ACTUALLY COMPLETELY DIFFERENT.

I'M AFRAID THAT YOU CAME TO THE WRONG STORE...

YOU'LL HAVE TO GO AND TALK TO DUNS MART. PLEASE LEAVE BEFORE YOU DAMAGE OUR STORE'S REPUTATION.
WHAT HAPPENED?
OXYGEN CYLINDER!? WHAT HAPPENED?
GO FIND THE STORE MANAGER!
ARE YOU OK?
OH NO...

COUGH
COUGH

I DIDN'T DO ANYTHING WRONG...

WHAT?
HE'S GOING TO BE WORKING IN THE WAREHOUSE FROM TODAY.

IS THAT RIGHT?

I HEARD HAYATO GOT YELLED AT BY THE MANAGER AFTER THAT THING THE OTHER DAY.

HE'S GOING TO BE WORKING IN THE WAREHOUSE FROM TODAY.

I HEARD HAYATO GOT YELLED AT BY THE MANAGER AFTER THAT THING THE OTHER DAY.

IS THAT RIGHT?

I HEARD THE MANAGER SAID HE'S GOING TO KEEP HAYATO OUT OF PUBLIC SIGHT FOR A WHILE.

NO POINT FIGHTING IT, I GUESS...

TOO BAD, HE ONLY TOOK THE DELIVERY JOB BECAUSE HE WANTS TO RIDE AROUND ON A MOTORBIKE. NOW HE'S GOING TO BE STUCK IN THE WAREHOUSE.

A FEW DAYS LATER...
SIGH...
IT'S JUST DEPRESSING.

EVERYDAY, JUST GOING UP AND DOWN THE SAME AISLES IN THIS DARK WAREHOUSE...

NO-ONE TO EVEN CHAT WITH.

A MIDDLE-AGED WOMAN WORKING AS AN ASSISTANT, AND...

THE ONLY OTHER PEOPLE HERE ARE THIS GEEKY, SHY KID WHO WORKS PART-TIME,

WHEN YOU FINISH THAT, CAN YOU ORGANIZE THE STOCKS BACK THERE?

SURE.

AN OLD GRANDPA DUDE, WHO I HEARD IS DOING A ONE-WEEK TRAINING GIG OR SOMETHING.

HEY, HAYATO.

YIKES!!

I JUST WANNA GO OUTSIDE...
IT'S THAT GUY AGAIN!

HOW COME HE'S SHOPPING HERE AGAIN...

I HOPE HE DOESN'T SEE ME.

HEY, HAYATO. AFTER YOU ORGANIZE THE STOCKS,

HE JUST VANISHED...

MOVE THE CARTS BESIDE THE CHECKOUT COUNTERS TO...

HUH? WHERE'D HE GO?

WHERE'D HE GO?

HE JUST VANISHED...
HELLO, YOUNG MAN! WELCOME!

YOU CAME AT THE RIGHT TIME. TODAY, WE HAVE A SPECIAL OFFER!

UM... I'M JUST BROWSING ACTUALLY. JUST LOOKING, JUST FOR FUN.

YOU KNOW "REVOLKADE," ONE OF THE TOP MAKERS OF CUSTOM BRAKES?

IT'S A DEAL!

YOU KNOW "REVOLKADE," ONE OF THE TOP MAKERS OF CUSTOM BRAKES?

NO WAY!!

WE'RE SELLING THEIR HIGH-PERFORMANCE BRAKES FOR ONLY $4,700!

THUMBS UP
JU–JUST A MINUTE.
I DIDN'T SAY I'D BUY IT TODAY.

WHY NOT, YOUNG MAN?

WELL, IT'S A LOT OF MONEY FOR ME, AND I DON'T HAVE ENOUGH ON ME RIGHT NOW ANYWAY...

YOU LOOK LIKE A SMART YOUNG MAN...

VERY SPECIAL PRICE.
OUR LAST SPECIAL OFFER.

UH-OH!! I DIDN'T MEAN TO STAY HERE SO LONG!!

I'LL BE BACK LATER!

DASH

GOTTA RUN!

SHOULDN'T HAVE SPENT SO MUCH TIME THERE.

PEEK

GRUMBLE

FUSS

SNEAK SNEAK

UH-OH!! I DIDN'T MEAN TO STAY HERE SO LONG!!
EXCUSE ME, DO YOU WORK HERE?

WHERE DOES THIS TEA COME FROM?

JUST A MOMENT, MA'AM. I'LL GO CHECK IT IMMEDIATELY.

ALREADY SOLD OUT?

WHAT'S GOING ON?

DIDN'T YOU SEE THE TV SHOW LAST NIGHT ABOUT THE HEALTH BENEFITS OF GREEN TEA?

WE'RE TOTALLY SWAMPED BY PEOPLE WANTING TO BUY TEA.

STOP TALKING.

IF HE WASN'T OUT PLAYING HOKEY HE WOULD ALREADY KNOW ALL THIS.

HUH?
I'm looking for the Kukicha green tea I saw on TV.

Not tea leaves. I want tea made of twigs and stems.

Excuse me! Do you have organic tea?

I thought I could find that tea at Dons Mart.

Is this decaf?

Is there anyone here who can help us?

The sales staff are looking really stressed out and confused by all the questions.

Calm down, everyone!

What should we do?
YOU, WRITE OUT A NOTICE ABOUT THE PRODUCTS AND PUT IT UP ON THE SHELVES IMMEDIATELY!

SURE!

YOU, CALL THE TEA SUPPLIERS TO CONFIRM THE ADDITIONAL ORDERS RIGHT NOW.

OK, SIR!

YOU, TELL THE CUSTOMERS THAT WE WILL TAKE ORDERS FOR OUT-OF-STOCK ITEMS!

RIGHT AWAY.

GOOD!

YOU, GO REPORT TO THE STORE MANAGER.

OK, SIR!

NOW, EVERYONE, BACK TO YOUR POSITIONS!

RIGHT AWAY.

THINGS WENT BACK TO NORMAL SO QUICKLY.

OK, SIR!

OK, SIR!

THE GRANDPA DUDE ON TRAINING!
WHO IS THAT GUY!?

WAIT A MINUTE. I THINK I'VE SEEN HIM SOMEWHERE...

ISN'T IT WEIRD THAT AN OLD DUDE LIKE HIM IS DOING TRAINING?

SOMEBEWHERE...

I WONDER WHERE...

THAT'S WHO HE IS!
HE'S A CORPORATE TYCOON!!

THE DONS MART FOUNDER...

"PAPA" DONS!!
WHAT ON EARTH ARE YOU DOING HERE?

SHHH!
JUST DOING A BIT OF UNDERCOVER CHECKING.

DON'T TELL ANYONE, SON.

WAIT!

WHAT ON EARTH ARE YOU DOING HERE?

SHHH!

CAN YOU TEACH ME HOW I CAN BE AS SUCCESSFUL AS YOU?

IF YOU REALLY WANT...

HMM...

FIRST, COMPARE ALL THE ITEMS SOLD AT DON'S MART WITH THOSE SOLD AT DUNS MART.
Dons Mart sells authentic products at regular prices. All the products at Duns Mart are cheap fakes. They look almost the same but the prices are so different. I bet people will choose the cheap copy. That’s what I thought at first... But I learned that the fakes only look good on the outside. Inside, they’re just junk. Hello? Customer Service Center? I feel totally ripped off. The number you have dialed is not available. So cheap! Boom! They look almost the same but the prices are so different, I bet people will choose the cheap copy. That’s what I thought at first...
ON THE OTHER HAND, THIS GENUINE PRODUCT NOT ONLY LOOKS GOOD BUT WORKS GREAT!

PLEASE FEEL FREE TO CALL US ANYTIME!

THE AFTER-SALES SERVICE IS EXCELLENT!

I NEVER THOUGHT ABOUT IT BEFORE, BUT AUTHENTIC MANUFACTURERS REALLY WANT TO TAKE CARE OF THEIR CUSTOMERS.

AWESOME

I FEEL LIKE AN INSPECTOR.

HMMM...
HMM...

THAT'S A DUNS MART PROMO GIRL WITH HER MOTORBIKE!!

WHAT DID SHE BUY?

HELLO.
HEY, YOU'RE BACK!
I'VE BEEN WAITING FOR YOU, YOUNG MAN.

LOOKING FOR A REVOLKADE BRAKE, EH?

IT'S VERY, VERY POPULAR. VERY HARD TO FIND.

A PRETTY GIRL BOUGHT ONE JUST A MINUTE AGO.

DID SHE?

DARN HER! SHE GOT THE LAST ONE!

OH, MY FRIEND, YOU ARE VERY, VERY LUCKY. I'VE GOT A SPECIAL DEAL FOR YOU.

SMIRK

HUh?

YOU HAVE ANOTHER ONE?
THE LAST ONE...

BUT THAT'S WHAT YOU SAID THE OTHER DAY.

ODD!

THE LAST ONE...

YOU'RE EXTREMELY LUCKY.

HM!

BUT THAT'S WHAT YOU SAID THE OTHER DAY.

WELL...

I HAPPENED TO FIND THIS VERY LAST ONE RIGHT AT THE BACK OF THE STOCK.

YOU'RE EXTREMELY LUCKY.

ODD!

WELL...

I HAPPENED TO FIND THIS VERY LAST ONE RIGHT AT THE BACK OF THE STOCK.

Happen what you said the other day.

ODD!

IT COMES WITH A WARRANTY CARD IN A REGULAR BOX!

NOTHING IS MISSING!

OF COURSE!

IS THIS A REAL REVOLKADE BRAKE?

STRANGE!

WELL...THAT'S BECAUSE...

THAT CARD MUST BE FOR A DIFFERENT ITEM. I WONDER HOW THAT HAPPENED.

ANYWAY, LET ME GIVE YOU A BIG DISCOUNT: $500!

WELL...THAT'S BECAUSE...

THAT CARD MUST BE FOR A DIFFERENT ITEM. I WONDER HOW THAT HAPPENED.

ANYWAY, LET ME GIVE YOU A BIG DISCOUNT: $500!

BUT THE MODEL NUMBER ON THE WARRANTY CARD IS DIFFERENT FROM THE ONE ON THE BRAKE.

SOMETHING FISHY!
NO WAY. THIS BRAKE HAS TO BE...

COUNTERFEIT!

YOU AND ME, WE'RE GOOD FRIENDS. COME BACK ANYTIME.

NO WAY!

ARE YOU FINISHED ALREADY?

"PAPA" DONS LAST DAY OF TRAINING
SO YOU REALLY COMPARED ALL THE ITEMS AT BOTH STORES?

THEN...

I DON'T THINK SO.

THAT'S IMPOSSIBLE.

YOU SHOULD BE ABLE TO PICK THE REAL ONE OUT OF THIS PILE OF FAKEs.

TA DA!

UGH!

SWISH, SWISH
I'VE GOT IT!

UM...

THIS ISN'T REALLY WHAT I WANTED TO LEARN THOUGH...

MAYBE INSTEAD, SOMETHING MORE USEFUL...

YOU DON'T NEED MY HELP ANYMORE.

GOOD BYE.

YOU DON'T NEED MY HELP ANYMORE.
A LOT OF PEOPLE BUY CHEAP KNOCKOFFS WITHOUT THINKING. HOWEVER...

COUNTERFEIT GOODS CAN RESULT IN MORE HARM THAN YOU CAN IMAGINE FOR YOURSELF AND FOR CREATORS OF REAL PRODUCTS.
YOU CAN'T EXPECT WARRANTY COVERAGE FOR COUNTERFEITS.

IT'S RISKY TO PURCHASE CHEAP, LOW-QUALITY FAKES.

COUNTERFEITERS ARE ONLY IN IT FOR THEMSELVES AND DON'T RESPECT THE RIGHTS OF HONEST BUSINESSES.

PEOPLE WHO BUY THESE PRODUCTS ARE AT RISK OF HAVING AN ACCIDENT, SUFFERING HEALTH PROBLEMS AND SO ON.
I WANT YOU TO KNOW THAT COUNTERFEITING IS A SCAM TO MAKE MONEY BY DECEIVING CONSUMERS.
BY USING COUNTERFEIT GOODS
YOU CAN PUT YOUR LIFE AND YOUR
LOVED ONES AT RISK. YOUR WHOLE
WORLD CAN BE SHATTERED!!!
MORNING, GUYS.

HUH?

SOMEONE RESTOCKED THE SHELVES.

THE CLEANING IS ALL DONE, TOO.

NO IDEA.

DO YOU KNOW WHO DID ALL THIS?

I THOUGHT WE WERE THE FIRST ONES HERE.
MR. CRANKY-OLD-MAN IS BACK!

LOOK WHO'S HERE.

HM. LOOKS LIKE HAYATO'S GONNA SNEAK OUT AGAIN.
DO YOU KNOW...

...WHY THE MANAGER LOOKS SO HAPPY?

WHY?

I'M STARVING!

LUNCH TIME!

Yeah, I heard that we got an order for monthly oxygen deliveries or something.

I heard Mr. Cranky-Old-Man has become a "gold" customer.

Come join us!

Great.

Hey, Hayato!

Hey, guys!

WOW

THEN I...

HAHAHAHAHAHA
HEY.
WHAT HAPPENED TO YOUR FACE?
IT'S SO RED.

HEY.

I HAVE TO GO VISIT A DERMATOLOGIST. IT'S REALLY GETTING ME DOWN...

NOW MY SKIN IS ALL BUMPY AND COVERED WITH THIS ITCHY RASH.

THE FACE WASH I BOUGHT AT DUNGS MART TURNED OUT TO BE A DODGY FAKE.

I WENT TO COMPLAIN, BUT THEY WOULDN'T LET ME TO RETURN IT OR EXCHANGE IT.

BANG

BANG

IT'S SUCH A NIGHTMARE! SUCH A WASTE OF TIME AND MONEY!

I'VE GOT TO LEARN HOW TO PROTECT MYSELF FROM BEING RIPPED OFF.

I DON'T NEED YOUR AMAZING SKILLS IN DISTINGUISHING REAL STUFF FROM FAKEs BUT...

TEACH ME SOMETHING EASY,

PLEASE!

GOOD IDEA.

I KNOW WHAT TO DO THOUGH.
WHAT YOU CAN DO IS
BUY A GENUINE ITEM

I DON'T WANT TO.

WHY?

OKAY.

OH,

WHAT?

YEAH, RIGHT.
I CAN’T AFFORD THE GENUINE ITEM THAT I WANT!

WHAT’S THE POINT OF SPENDING YOUR MONEY ON A CHEAP FAKE THAT WRECKS YOUR SKIN?

YOU'RE BETTER OFF BUYING A GENUINE PRODUCT THAT DOESN'T HURT YOUR SKIN. HAYATO KNOWS A LOT BECAUSE HE CHECKS ALL KINDS OF PRODUCTS EVERY DAY.

I WISH I COULD TELL THE GOOD FROM THE BAD, LIKE HAYATO.

I DIDN'T REALIZE IT, BUT THIS WAREHOUSE JOB IS...

TEACHING ME A LOT.
Seems strange that he has not called or visited us to pick up his new oxygen cylinder.

Are you talking about Mr. Cranky-Old-Man?

Yeah.

According to the order, he wants a delivery on the first of each month...

You know him, right? I bet he made a mistake or something.
Like he took a wrong turn on the way here.

He might have.

Right. That's possible.

Yeah. That old guy got us mixed up with Duns Mart about three times.

He might have made a mistake about the delivery date.

Like he took a wrong turn on the way here.

He might have.

He might have meant Carbon Dioxide instead of Oxygen.

It's not gonna be funny for him.

Stop it.

If he doesn't get the right oxygen cylinder when he needs it, his life will be in danger.
Hello, this is Duns Mart. May I help you?

Dons? No, sir. This is Duns Mart.

What did you say?

Dons? Duns? On the main street?

Yes, that's us.

Oxygen? Sure, we deliver.

Hayato, look!
AN OXYGEN CYLINDER?

AS FAR AS I KNOW, THE OLD MAN IS THE ONLY PERSON WHO USES THAT KIND OF CYLINDER.

OH NO!

THAT TRADEMARK CAN'T BE RIGHT!

EXCUSE ME, MANAGER! I NEED TO BORROW THE BIKE.
STOP!

THAT ORDER YOU RECEIVED IS A MISTAKE!!

WHAT?

WHAT ARE YOU TALKING ABOUT?

YOU'VE GOT THE WRONG PERSON.

PLEASE STOP FOR A SECOND AND LET ME CHECK!

THAT ORDER YOU RECEIVED IS A MISTAKE!!

WHAT ARE YOU TALKING ABOUT?

YOU'VE GOT THE WRONG PERSON.
CATCH ME IF YOU CAN WITH THAT CLUNKY BIKE.

DARN IT!

I'LL TRY A SHORT CUT!

CATCH ME IF YOU CAN WITH THAT CLUNKY BIKE.

DARN IT!
SHE SHOULD BE AROUND HERE...

THAT'S IT! AROUND THE CORNER!

VRROOM!
THERE SHE IS.

SOMETHING'S WRONG...?

MUST BE MY IMAGINATION.
I DID IT!

THE BRAKE...
THE BRAKE IS...

THE BRAKE
DOESN'T WORK!!
DEAD END!!

OH #%&!!

SKREEK!!

GRIP!!

AHHH!!
I WAS RIGHT...
THE OLD MAN'S ORDER WAS A MISTAKE.

NO PROBLEM. I'M GLAD YOU DIDN'T GET HURT.

UM... THANK YOU VERY MUCH.

THE OLD MAN'S ORDER WAS A MISTAKE.

NOW, I'VE GOT TO GO DELIVER SOME REAL OXYGEN.

SHREDDED

I CAN'T BELIEVE IT.

I WAS ALMOST KILLED BECAUSE OF A FAKE BRAKE PART.
YOU CAN FIND ANYTHING HERE—FROM AUTHENTIC BRAND NAME PRODUCTS TO COUNTERFEIT JUNK.

HEY, HAYATO!

WAIT!

Give this to the promo staff working in front of the station before you make your delivery.

OK.

In this town, scamming and getting scammed are a part of everyday life.
I START WORK AS PROMO GIRL FOR DONS MART FROM TODAY.

GIVE ME A RIDE TO THE STATION?

THE TOWN IS CHANGING SLOWLY BUT STEADILY.

AND YOUNG PEOPLE ARE THE ONES DRIVING THE CHANGE.

THEY ALL DECIDED TO LOOK FOR A REAL JOB AT A COMPANY THEY COULD BE PROUD TO WORK FOR.

ALL THOSE PROMO GIRLS QUIT DUNS MART.

NO KIDDING?

HUH!?
おわり
Real Manga Competition 2010

This manga is the result of the Real Manga Competition held in Japan from August 3 to October 15, 2010. The competition was organized by the Japan Office of the World Intellectual Property Organization (WIPO), co-sponsored by the Ministry of Foreign Affairs of Japan and the Japan Patent Office, and supported by Kadokawa Group Publishing. The objective of the competition was to find a Japanese artist for the creation of a manga to increase awareness of the health and safety risks of counterfeit products. Entries from across Japan were reviewed by a selection board consisting of experts on manga, publishing, design and intellectual property. Ms. Emiko Iwasaki won the competition and was awarded a contract with WIPO to produce this manga. “HONMONO” is based on the original storyline and designs submitted by Ms. Iwasaki as her entry to the competition.
Author’s Afterword

HONMONO is my first manga. It was harder than I thought to write a story from scratch from start to finish. In the production process, I was greatly inspired by the various professionals who were involved in the project. This experience has been a very valuable one for me. Above all, I really appreciate the approach of the people at WIPO and the editorial staff toward my work. Because they respected the originality of the work and my own creative process, I was able to work on the story in my own way. I am grateful to all concerned for this fantastic opportunity and the environment they provided for me, which empowered me to produce my first manga.

I am very motivated to work hard to build on this experience and hope to produce more manga that will be popular with readers. Thank you very much!

Emiko Iwasaki

Emiko Iwasaki has been building her career as a video game designer since joining Ark System Works in 1999. During this time, she has provided illustrations for Guilty Gear and designed posters and toys for X-MEN but is best known for her work on Battle Fantasia, which she planned and directed. She won the Grand Prize in the Real Manga Competition 2010 to create this manga, entitled HONMONO.
Trademarks and Counterfeits

A trademark is a distinctive sign that helps consumers distinguish the goods of one company from those of its competitors. Trademarks can consist of letters, words, numbers, drawings or any combination of these. Companies can register their trademarks with a government office to prevent others from using them.

Companies protect their brand image and reputation through the use of trademarks. By communicating to consumers the origin and quality of products, trademarks reduce uncertainty and confusion, and bring order to the marketplace.

Counterfeit products are intentionally and dishonestly mislabeled with a sign that looks like or simply copies another company’s registered trademark. Producers and sellers of counterfeit products take advantage of the brand image and reputation of legitimate producers to sell fake, lower quality and sometimes dangerous products to consumers. They disrespect the intellectual property rights of creators and innovators.

Counterfeits exist for all types of products including medicines, food, drinks, clothes and accessories, toys, shoes, sun glasses, mobile phones, MP3 players, cosmetics, perfume, household products and car parts. Counterfeits are often sold in street stalls, over the Internet and sometimes even in regular stores.

Counterfeit products deliberately mislead and confuse consumers as to who manufactured them. They also offer no guarantee of quality and no after-sales service. In the worst cases, counterfeit products can pose serious health and safety risks. A country’s economic and social development may also be put at risk by the trade in infringing goods.

To find out more about trademarks and other types of intellectual property protection, visit the WIPO website at: www.wipo.int
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