



TIPS FOR CONSUMERS

BOUGHT A COUNTERFEIT? WHAT TO DO

Whether in a store, on the street or on the internet, not everything that at first glance looks real is genuinely real. In this fact sheet, you'll learn how you can fight back when you've bought a counterfeit.

1. FIGHT BACK

If you've been deceived into buying a fake product, contact the seller immediately and try to cancel the purchase.

Tell the seller that you want to give back the product in exchange for a refund.

If you ordered the counterfeit from abroad, you're not allowed to send it back as exporting counterfeit goods is prohibited. Reselling it at home is also not a solution as you make yourself liable to prosecution by doing so.

Sales platforms like eBay provide buyer protection programmes which can help if necessary. If you paid with a credit card, notify the credit card issuer and dispute the bill within the stated time limits.

2. REPORT THE INCIDENT

Report the incident in as much detail as you can and include all evidence. In this way, you're making an important contribution to the fight against counterfeiting.

List of recommended hotlines:



POLICE / PUBLIC PROSECUTOR'S OFFICE:

It's possible to file a complaint against the seller at any police station or with the regional public prosecutor's office. If the offender is acting commercially, authorities are required by law to investigate the case. Regardless of the likelihood of successful prosecution, it's still important that officials are notified of such incidents.



ORIGINAL MANUFACTURER:

Report the case to the original manufacturer. You can find their contact information through search engines and www.zefix.ch. Various industries have special bodies to whom you can report such incidents:

- **Watches:** info@fhs.ch
- **Films and games:** antipiracy@safe.ch
- **Music:** suisa@suisa.ch and info@ifpi.ch
- **Brand name products in the consumer goods sector:** info@promarca.ch
- **Medicines:** market.surveillance@swissmedic.ch



FOR PURCHASES ON ONLINE AUCTION SITES:

Contact the customer service of the online auction site in question:
info@ebay.ch



FOR PURCHASES ON THE INTERNET:

The ombudsman's e-commerce office of the consumer forum kf:
www.konsum.ch/ombudsstelle

3. WHAT SHOULD YOU DO WHEN CUSTOMS SEIZES YOUR FAKES?

Customs officials must notify the original manufacturer of suspicious counterfeits and initially retain the goods. It's better to forgo the goods if you're not one hundred percent certain that they're genuine. If you decide not to forgo them and the original manufacture is able to persuade the court that the goods are counterfeit, you might have to pay additional costs. In addition, you can be faced with having to pay claims for damages. If the manufacturer is unable to prove to the court that the goods are counterfeit, your items will be returned to you and you will not have to bear any costs.

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