

1-How does IP theft affect jobs, companies and tax receipts?

It affects quite negatively, because companies lose money and cannot hire more people or raise the salary of their employees, in large companies is where these counterfeits occur most, but they can make up for this loss, but in medium-sized companies or Small affects them much more and this is one of the reasons why they can go bankrupt, since many people prefer to buy the counterfeit because it is almost the same and much cheaper.

Give some figures

- More than 121 billion were lost a year.
- 671 thousand jobs were lost in legitimate companies.
- € 15 billion lost per year in tax revenue.

2-What are some of the sectors most affected?

- luxury items (for example fashion clothing or luxury watches).
- intermediate products (such as machines, spare parts or chemicals).
- consumer goods that influence health (such as pharmaceuticals, food, drinks, medical equipment and toys).

3-Does age affect behavior when consuming IP fraudulent products / services?

Yes, a study shows that those who consume the most counterfeit products are people under 35 years of age