

Counterfeiting

Counterfeiting goods is an issue that is increasingly becoming present with the recent economic downturn, shifting from a "luxury problem" to a more common one: just 10 years ago it made up to 5-7% of world trade, including piracy.

The fact that this illegal production of goods from intellectual properties is indisputably a problem for the original creators, since these sold goods will not profit them in any way. The consumers will most likely not need or not be able to buy the actual original product, ultimately resulting in a loss of potential consumers. Another major issue is the evident difference in quality and care between the original product and the fake. Even though that might seem secondary, as it doesn't seem to harm the consumer, in some cases the lack of proper security checks can be dangerous. It happens with drills having fake seals of approval, shoes being highly inflammable or lamps catching fire and other than being harmful to the people using them, it is also harmful to the image of the company behind the original product.

While the bad effects of counterfeiting goods are well known, there are also good sides to them or to their uses. As the saying goes, imitation is the sincerest form of flattery, and some imitations manage to get close to the original designs while maintaining the low prices they usually have. This was the case for a fake Armani watch in Shanghai that was bought by the actual Giorgio Armani at only 22\$, impressing him for how much it resembled the original 710£ one. There are cases where well-known brands tolerate or even support counterfeiting goods. It has been done either because the imitation could be considered publicity to the brand or because they could be safely donated to charities after security checks.

In the end, while counterfeiting goods have become a bigger threat to big companies, its existence can still manage to bring some positive results to everyone.