

ЭКЗАМЕНАЦИОННЫЙ БИЛЕТ № 2

4. Выполните анализ и реферирование текста «Team dream» (15 баллов)

Team Dream is a small business by most any measure. The brand has just five employees. It produces hipster cycling aesthetic, only about 100 pieces of each garment, and operates out of a converted gas station in San Marino. Its founder, Sean Talkington, has taken in no outside investment and only applied for his first credit card a few years ago because his bank told him he needed one to operate a retail store.

So, it came as a shock one day to learn that Team Dream clothing was being counterfeited and sold on a major Chinese e-commerce site. No place is better suited to exploit young brands than China, the origin of 85% of the world's counterfeit goods. With its state-of-the-art manufacturing infrastructure, Chinese producers can mimic all manner of apparel with relative ease. The rise of Chinese e-commerce platforms such as Taobao, AliExpress and DHgate has made finding a counterfeit item almost as easy as shopping on Amazon.

Chinese counterfeiters are so savvy, they now produce bespoke replicas of high-end sneakers nearly indistinguishable from genuine pairs — and sell them to a fervent customer base on Reddit.

The speed at which goods are knocked off is also increasing. One Israeli entrepreneur was shocked to learn his phone case that converts into a selfie stick was copied and sold on Alibaba's AliExpress only a week after he introduced it on Kickstarter to seek funding.

Almost any site or app can serve as a tip sheet for counterfeiters today. Instagram, which gives companies on a shoestring budget the ability to craft and distribute catalog-worthy images, frequently inspires mimicry. It's also an effective way to market knockoffs. And even though Instagram is banned in China, copycats can simply download tools to get around the ban and trawl the photo app for inspiration.

Imitation is the sincerest form of flattery, and that's especially true in the digital age. Small brands often lack the means to tackle counterfeiters. Team Dream has chosen to focus its energy on growing the brand rather than worrying about knockoffs. That means regular Instagram posts of cyclists ascending picturesque mountain roads in colorful attire.