

PLAY IT SAFE!

COUNTERFEITS CAN BE DANGEROUS

Dear Educator,

Intellectual Property helps fuel our economy. It provides jobs, encourages innovation, and rewards the creators of music, art, computer software, and the electronic devices we use every day.

Intellectual Property theft hurts. The U.S. Chamber of Commerce reports that counterfeit products cost the U.S. more than \$250 billion in lost revenue and 750,000 jobs every year.

Truth is, counterfeit products, especially counterfeit power accessories, can be dangerous and destructive. Counterfeit camera batteries, chargers, and external flashes may burn, melt, and smoke, damaging valuable camera equipment and putting the photographer's safety at risk. They are not "just as good" as the real thing, and may end up being far more costly.

That's why the National Crime Prevention Council (NCPC) has teamed up with Canon U.S.A., Inc. (Canon) and Young Minds Inspired (YMI) on this free consumer education program. Designed for high school and college classes in photography, cinematography, photojournalism, and imaging technologies, these materials will educate your students on the dangers of buying counterfeit camera accessories, and provide them with the tools to know the difference so they don't get fooled. Help us Take a Bite out of Crime®.

Please let us know your opinion about this program by returning the enclosed reply card or by commenting at www.ymiclassroom.com/feedback-ncpc.

Sincerely,



McGruff the Crime Dog®
National Crime Prevention Council

Dr. Dominic Kinsley
Editor in Chief
Young Minds Inspired

PROGRAM OBJECTIVES

- To inform students about the overall scope of Intellectual Property and its importance in supporting moral economic creativity.
- To educate students about the prevalence of counterfeit products.
- To help students avoid the dangers of counterfeit power accessories, including batteries, chargers, and external flashes.
- To teach students how to avoid purchasing counterfeits.

STUDENT ACTIVITY SHEET: PLAY IT SAFE!

Ask students if they can define Intellectual Property and explain patents, copyrights, trademarks, and trade secrets. Ask if they have ever purchased counterfeit products, deliberately or unwittingly. Ask what they look for when purchasing electronics (quality, safety, reliability, cost, etc.). Review the information on the activity sheet about the dangers of using counterfeit power accessories, and have students take Canon's online *Spot the Fake* Quiz at usa.canon.com/aboutcounterfeits. Have students share what they learned by taking the quiz, then conclude by having students look for camera accessories online to spot possible fakes.

ONLINE RESOURCES

- Intellectual Property Theft: Get Real — ncpc.org/getreal
- About Counterfeits — usa.canon.com/aboutcounterfeits
- Spot the Fake — usa.canon.com/spotthefake
- For more resources, visit ymiclassroom.com/ncpc

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Canon



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Buying counterfeit products might seem a smart way to save money, but they could cost you big down the road.

PICTURE THIS: You've landed an amazing career-changing assignment. Maybe you're backing up a well-known professional, or it's your first paid gig shooting pictures for a local restaurant. As a student, your budget is pretty slim, but you found a too-good-to-be-true deal online, so you stocked up on extra batteries, a charger, and a new external flash to make sure you're prepared. Then, on the shoot, your camera starts to feel hot in your hands, and it begins to smoke. You drop it just in time to watch it burst into flames. Thankfully, no one is hurt, but you have no way to finish the job.

YOU'VE LEARNED THE HARD WAY THAT COUNTERFEITS CAN BE DANGEROUS...

In 2011, the National Crime Prevention Council (NCPC) launched a campaign focused on educating consumers about the potential risks associated with counterfeit products. In 2013, Canon U.S.A. (Canon) launched its own consumer awareness campaign educating consumers about the safety risks associated with purchasing counterfeit power accessories. Intellectual property theft costs jobs and increases the cost of consumer goods produced by legitimate manufacturers. It can damage the reputation of the original maker. And poorly made counterfeit products can cause property damage, bodily harm, and even help perpetuate organized crime and gang activity.

Take a look at these two images. On the left is the inside of a genuine Canon charger built with heat management technologies for your safety. The counterfeit "Canon" charger on the right reveals poor quality, careless workmanship, and contains a fraction of the components of the genuine Canon counterpart.

GENUINE



COUNTERFEIT



Of course, you won't be able to look inside when you're shopping for camera accessories online. But you can learn to spot a fake. To get started, visit usa.canon.com/spotthefake and take Canon's **Spot the Fake Quiz**. See if you can outscore your classmates!

My Score _____



WHAT DID YOU LEARN FROM THE QUIZ? SHARE YOUR CONCLUSIONS IN A CLASS DISCUSSION:

1. What key differences did you focus on when trying to identify the counterfeit?
2. What similarities did the counterfeiters use to fool you?
3. What will you do to make sure you are buying genuine accessories for your camera?

Now, let's put your savvy to the test. Browse online for camera batteries, chargers, and external flashes to see if you can spot any fakes. Take notes on the back of this sheet to share with your class what you discovered. (Hint: Remember also to beware of the price and the website.)

Clip out this list of tips to help avoid counterfeits for the next time you need a new battery, charger, or other power accessory.

DON'T GET FOOLED!

- Beware of "too-good-to-be-true" prices.
- Be careful when buying through foreign sites.
- Purchase from authorized dealers or directly from the manufacturer.
 - Check to make sure the package is of high quality.
 - Beware of suspicious messaging.
 - Check to make sure your battery fits easily in your device.
 - Check for overheating.
 - Make sure your battery holds a charge.
 - Compare logos for consistency.

When in doubt, let the manufacturer check it out.

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FIND OUT MORE ABOUT HOW YOU CAN AVOID COUNTERFEITS AT NCP.C.ORG AND USA.CANON.COM/ABOUTCOUNTERFEITS

PLAY IT SAFE!

COUNTERFEIT CAMERA ACCESSORIES CAN BE DANGEROUS TO YOU AND YOUR EQUIPMENT.

KNOW THE RISKS: WHY COUNTERFEITS CAN BE DANGEROUS

- They may burn, melt or smoke
- Not all functions may be supported
- Counterfeits support criminal activity



KNOW THE DIFFERENCE Genuine vs. Counterfeit

Genuine
Built with heat management technologies for your safety

Counterfeit
Built with no regard for your safety

DON'T GET FOOLED!

FOLLOW THESE TIPS TO PLAY IT SAFE!

- Beware of "too-good-to-be-true" prices.
 - Be careful when buying through foreign sites.
 - Purchase from authorized dealers or directly from the manufacturer.
 - Check to make sure the package is of high quality.
 - Beware of suspicious messaging.
 - Check to make sure your battery fits easily in your device.
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