

ACTIVITY ONE

REAL OR FAKE?

COUNTERFEITS CAN BE DANGEROUS

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 (NCPCC) 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 the two images below. 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 _____



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**FIND OUT MORE ABOUT HOW YOU CAN AVOID COUNTERFEITS
AT NCPCC.ORG/STOPFAKES AND USA.CANON.COM/ABOUTCOUNTERFEITS**