

COUNTERFEIT GOODS AND THE LAW IN IRELAND:



WHAT HAPPENS TO THOSE SELLING FAKE ITEMS?

Counterfeit goods are products that are made to imitate genuine, branded items, often with the intention of deceiving consumers into **believing they are buying authentic products.**

These goods are **usually produced without the authorization or knowledge of the brand owner**, such as high-end luxury items like handbags, watches, and clothing to everyday products.



▶ **WHAT ARE THE LAWS AROUND THIS?**

▶ **WHAT HAPPENS WHEN SOMEONE IS CAUGHT SELLING FAKE DESIGNER GOODS IN IRELAND?**

▶ **WHAT CHARGES CAN THEY FACE?**



Counterfeit goods are often sold at a lower price point, making them attractive to consumers.

However, these fake items often come with significant risks, including **poor quality, safety hazards, and a lack of consumer protections.**

IRELAND, AS A MEMBER OF THE EUROPEAN UNION, FOLLOWS EU REGULATIONS REGARDING THE SALE AND DISTRIBUTION OF COUNTERFEIT GOODS.

THE MAIN LAWS GOVERNING COUNTERFEIT PRODUCTS IN IRELAND ARE:

**1 THE TRADE MARKS ACT
1996:**

This provides **protection for registered trademarks**, and it is illegal to sell goods that infringe upon these marks. A trademark is a **logo, brand name or slogan.**

**2 THE EUROPEAN UNION
CUSTOMS REGULATIONS:**

Customs authorities in Ireland have the power to **seize counterfeit products at the border.** This applies to both goods imported from outside the EU and counterfeit items within the EU.

**3 THE COPYRIGHT AND
RELATED RIGHTS ACT
2000:**

This Act protects original works of authorship. Counterfeit goods that reproduce copyrighted designs, such as **knock-off designer clothing or pirated software,** violate these rights.



SELLING FAKES...



SELLING COUNTERFEIT GOODS IS ILLEGAL, AND THOSE CAUGHT TRAFFICKING IN FAKE DESIGNER PRODUCTS FACE SERIOUS CONSEQUENCES, INCLUDING:

FINES



Sellers of counterfeit goods **may face fines**, which can vary depending on the value of the goods involved and whether the offence is considered a repeat or large-scale violation.

IMPRISONMENT



Under the Trade Marks Act, individuals found guilty of selling counterfeit goods can face up to **5 years in prison**.

SEIZURE OF GOODS



The counterfeit goods themselves are typically **seized** by the authorities. This can result in **financial losses** for those involved in selling counterfeit products.



WHAT ABOUT THE BUYER?

IN IRELAND, BUYING COUNTERFEIT GOODS FOR PERSONAL USE MAY NOT CARRY THE SAME SEVERE PENALTIES AS SELLING OR DISTRIBUTING THEM, BUT IT CAN STILL HAVE LEGAL CONSEQUENCES.



HERE ARE THE KEY POTENTIAL PENALTIES FOR INDIVIDUALS WHO PURCHASE COUNTERFEIT GOODS:



Seizure of goods: If you purchase counterfeit items online or in person they may be confiscated, and you may lose the money you paid for them.



Fines: If someone is found to be knowingly purchasing counterfeit goods with the intent to resell them, they could face fines or other civil penalties.

BEWARE CONSUMERS!!!

Counterfeit goods are seized by Revenue at the point of importation.



HAVE YOU EVER PURCHASED SOMETHING THAT MAY NOT BE THE REAL DEAL?

IT IS IMPORTANT TO STAY SAFE WHEN YOU ARE SHOPPING!

- Buy from a trustworthy seller!
- Check for a safety mark on the item!
- Read all warnings!

Many people buy cheaper versions of designer products to save money, but this can end up costing more if the items are seized at border control.

Buying alternative skin care products can also cause allergic reactions.

Save your money, avoid counterfeit goods!

