

PRESS RELEASE

Issued by: Patricia Lennon

On behalf of: The Industry Trust for IP Awareness (www.copyrightaware.co.uk)

T: 01943 816292

M: 07903 195462

E: patricialennon@greatnorthernbooks.co.uk

Embargoed to: 00.01 Wednesday 1 July 2009

**NATIONAL CHARTER AIMS TO KICK COUNTERFEIT TRADERS OUT
OF MARKETS AND CAR BOOT SALES**

**Local authorities, trading standards, market operators, market
traders and rights' owners unite for the first time with a national
campaign for safe, fake-free markets**

Dual launch at

**Trading Standards Institute Annual Conference, Brighton, Tuesday 30 June 2009
and**

Local Government Association Annual Conference, Harrogate, Wed 1 July 2009

A new national charter, launched this week at the Trading Standards Institute's (TSI) Annual Conference in Brighton and the Local Government Association Conference in Harrogate, will help local authority trading standards services, market operators and copyright and trademark owners in their ongoing battle against dealers in counterfeit and other illicit goods at UK markets and car boot sales.

The charter is launched under the banner *Real Deal: Working Together For Fake-Free Markets*. It is supported by all the key public and private sectors organisations with responsibility for ensuring markets are safe, fake-free environments in which to shop and to trade. It is the first time that these organisations have joined forces to tackle this problem with a uniform, national approach. The fact that diverse organisations, representing trading standards, market operators and rights' owners, are united on this campaign, is evidence of the scale of the problem of counterfeit trading at markets and car boot sales and the need to tackle it nationally.

The Problem

The *Real Deal* campaign highlights the fact that markets, including those operated by local authority and private companies, as well as occasional sales and car boot fairs, are not uniformly regulated. As a result, they can provide easy opportunities for traders seeking to trade illegally, particularly in counterfeit and pirated goods. For criminal groups, selling counterfeit goods is a relatively risk-free way to make money and to launder cash from other criminal activity. When illicit traders move into a market, a whole host of problems follow: consumers are ripped off and sold potentially unsafe products; legitimate businesses are faced with unfair competition and lose sales to the counterfeit traders; an atmosphere of intimidation and criminality can become embedded with criminal gangs controlling stalls; and there is often a knock-on effect in increased crime in the immediate neighbourhood.

The solution

At the heart of the *Real Deal* campaign is a national charter which sets out key principles for market operators, local authority trading standards and copyright and trademark owners. By signing up to the charter, a market operator commits to work closely with their local authority trading standards service to prevent the sale of counterfeit and other illegal goods and to be aware of who is trading at the market. The local authority trading standards service will, in return, commit to support market operators and to provide information to them in relation to the sale of infringing products. They will also monitor local markets and share intelligence with other law enforcement agencies as well as industry and rights' owners. Industry and trademark owners will provide regular and up to date information to trading standards and market operators on how to identify illegal products as well as providing training and support and will monitor the market and alert all parties to any infringing products found. Underpinning the national charter will be local codes of practice, agreed between local authority trading standards services and market operators, reflecting local circumstances.

Consumer assurance

The *Real Deal* logo may be displayed at venues where the market operator abides by the terms of the charter and in agreement with their local trading standards service. It provides an assurance to shoppers that they can buy with confidence as the market is committed to tackling criminality.

Industry comments

At the campaign launch in Brighton, Liz Bales, Director General of the Industry Trust for IP Awareness, which initiated the *Real Deal* campaign, told delegates at the Trading Standards Institute Conference that copyright theft resulted in losses of £486m to the UK film and TV industry and that the most popular place for people to buy counterfeit DVDs is at car boot sales, where 26% of counterfeit DVD purchases are made.

She also explained that this was a long-standing problem and that it was increasing year on year. The Federation Against Copyright Theft has been tackling sales of counterfeit videos and DVDs at markets for over two decades; and sales of counterfeit DVDs in the UK grew from 32,550,000 copies in 2006 to 49,500,000 copies in 2007, an increase of 52%.

She said: “The average price for a counterfeit DVD at a market or car boot fair, is £3.09. While consumers may feel that they are getting a bargain, the real beneficiaries are the criminals who are breaking the law by selling illegal DVDs. Our most recent survey estimates that the criminal gain from sales of counterfeit DVDs is £171 million per annum. We all love a bargain and there are plenty to be had at markets but we don’t expect to be sold disappointing knock-offs, dangerous goods, or to find ourselves funding criminals. Consumers wouldn’t tolerate it on the high street and we shouldn’t accept it at markets. We are pleased to provide trading standards with assistance in this area and hope that by working together, we will start to turn the tide against the counterfeiters nationally.”

Speaking at the TSI conference, Graham Wilson, Chief Executive of the National Association of British Market Authorities (NAMBA), which represents both private and local authority market operators, said: “Nabma welcomes this major initiative to tackle counterfeit sales on markets and will work with all relevant agencies to ensure consumer confidence in market trading.”

Commenting on the *Real Deal* campaign, Councillor Philip Evans, board member of the Local Authorities Coordinators of Regulatory Services (LACORS), said: “LACORS is very pleased to have been involved in the development of the *Real Deal*. It’s an excellent example of local council regulators working with private

industry and market operators to tackle the supply of illegal goods and protect local people.”

Real Deal Information packs and consumer awareness materials are being distributed nationally to local authority chief executives, trading standards departments, local crime and disorder reduction partnerships and market operators. Information and campaign materials are available as downloads at www.lacors.gov.uk and www.copyrightaware.co.uk.

ends

Notes to Editors

1. The *Real Deal* resource packs will include information on the campaign, the national charter, a template code of practice for local adaptation and consumer information posters. Follow-up materials will include examples of best practice from trading standards and markets and information leaflets for market traders spelling out relevant legislation and penalties.
2. Initiated by the Industry Trust for Intellectual Property Awareness, the *Real Deal* campaign is supported by the Local Authorities Coordinators of Regulatory Services (LACORS), The Local Government Association (LGA), the Welsh Local Government Association (WLGA), the Trading Standards Institute (TSI), the National Association of British Market Authorities (NABMA), the Retail Markets Alliance (RMA), the Federation Against Copyright Theft (FACT) and the Alliance Against IP Theft.
3. The Anti-Counterfeiting Group (ACG) has uncovered examples of fake goods on sale at markets including:
 - flammable children’s clothing,
 - fake household cleaning products,
 - fake mobile phones and accessories,
 - counterfeit perfume,
 - fake alcohol and cigarettes containing noxious and harmful substances,
 - fake appliance batteries which have exploded under testing conditions,
 - fake electric drills,

- fake disposable razors that have caused extensive skin damage,
 - other fake personal care products (skin creams, soaps etc).
4. Examples of links between DVD counterfeiting and other forms of criminal activity are collated by the Federation Against Copyright Theft (FACT) and are available, including regional case studies, in the media centre at www.fact-uk.org.uk

For more information on issues surrounding intellectual property theft, visit www.copyrightaware.co.uk and www.allianceagainstiptheft.co.uk

For more information, on the Real Deal campaign, contact patricialennon@greatnorthernbooks.co.uk or Elizabeth.slack@greatnorthernbooks.co.uk tel 01943 816292 or 07903 195462 or susie@allianceagainstiptheft.co.uk **mob: 07720 814208**