

STOPfakes.gov



 @STOPfakesGov

About STOPfakes.gov

In 2005, the Department of Commerce created the STOPfakes.gov website to provide information and guidance to U.S. businesses, particularly small and medium-sized enterprises, on how to protect their intellectual property (IP). Intellectual property protection is critical to fostering innovation. Without protection of ideas, businesses and individuals would not reap the full benefits of their inventions and would focus less on research and development. Similarly, artists would not be fully compensated for their creations and cultural vitality would suffer as a result.

A wealth of knowledge and expertise in IP protection and enforcement is spread throughout the U.S. Government, so STOPfakes serves as a mechanism to harness the talent and IP resources of the various U.S. Federal agencies and channel it to U.S. businesses, as well as to provide helpful guidance to consumers. The main results of this coordination are a collection of helpful IP resources available on STOPfakes.gov, an email address to report IP problems to the Department of Commerce, and the STOPfakes Roadshows held in various U.S. cities.

STOPfakes Resources

STOPfakes.gov hosts several resources to educate and assist businesses, consumers, government officials, and the general public about IP.

INDUSTRY TOOLKITS



Industry Toolkits look at IP from the holistic perspective of a business in a particular industry (e.g. auto parts). The toolkits look at the importance of each type of IP as it relates to the industry and discusses the various mechanisms available for obtaining protection in export markets. Trademarks, patents, product designs, copyrights, and trade secrets are all covered if relevant to the industry in question.

Toolkits are currently available at <https://www.stopfakes.gov/IPR-Toolkits> for the auto parts, building products, marine technology, medical devices, pleasures boats and sporting goods sectors, with more planned for the future.

IP HIGHLIGHTS



These pamphlet-sized handouts provide information on a wide variety of topical IP issues.

COUNTRY TOOLKITS AND RESOURCES



Country IPR resources for key foreign trading partners can be found at <https://www.stopfakes.gov/Country-IPR-Resources>. Country Toolkits are

more in-depth documents to assist U.S. entrepreneurs in understanding the ins and outs of IP protections in foreign markets. Toolkits available at <https://www.stopfakes.gov/IPR-Toolkits> include Brazil, Brunei, China, Colombia, Egypt, European Union, Italy, Malaysia, Peru, Singapore, and Vietnam, with more being developed.



Country IP Snapshots are one-page documents that give the reader an overview of IP protection and enforcement information about a foreign country,

including contact information for local IP offices, country membership in important IP treaties, country designation for the last three years pursuant to the "Special 301" report, and contact information for the U.S. IP attaché in the region. IP Snapshots are available at <https://www.stopfakes.gov/IPR-Toolkits> for more than 70 foreign countries, with more planned for the future.

Report an IP Problem

Oftentimes consumers and businesses don't know where to turn when they encounter fake goods in the marketplace. For consumers, their first experience is often the "great" deal they found online that all too often is too good to be true. The counterfeiter might market these products as

“factory seconds” or “overruns” or even “authentic but used.” Or maybe it was the 90% off sale! For businesses, it might be THEIR product that is illegally being offered for sale on one of the many e-commerce sites. Either way, the consumer or business feels cheated, but many are unsure where to turn for help.

IP problems can be reported through the STOPfakes email address: STOPfakes@trade.gov. STOPfakes coordinates with many Federal agencies, including key law enforcement partners U.S. Immigration and Customs Enforcement, U.S. Customs and Border Protection, the U.S. Department of Justice, and the Federal Bureau of Investigation, and can direct you to relevant IP resources and assistance available throughout the U.S. Government.

STOPfakes Roadshows

The STOPfakes Roadshows deliver critically important information about IP to the audiences that need it most – start-ups, entrepreneurs, small and medium-sized businesses, independent creators, and inventors. The information is presented by experts from U.S. Federal Government agencies whose missions advance U.S. IP interests.

ROADSHOW SCHEDULE

STOPfakes conducts 8 to 10 roadshows a year by partnering with the local U.S. Export Assistance Centers to bring the program to cities across the country. The upcoming roadshows schedule is posted on STOPfakes.gov at <https://www.stopfakes.gov/roadshows>.

INFORMATION PROVIDED

The U.S. Patent and Trademark Office provides information about how to protect patents and trademarks; the U.S. Copyright Office discusses the importance of copyright protection to businesses; U.S. Customs and Border Protection (CBP) explains how a registered trademark or copyright can be recorded with CBP to facilitate the seizure of infringing goods at our borders; the Federal Bureau of Investigation (FBI) or a local

Assistant United States Attorney who specializes in IP discusses how to protect trade secrets and identify internal and external threats; the U.S. Department of State highlights the role diplomacy and our diplomatic missions play in advocating for U.S. businesses overseas; the International Trade Administration identifies mechanisms for obtaining IP protection in export markets; and the Small Business Administration advises on the potential use of grants and loans to help with the costs of obtaining IP protection before exporting.

SIGNATURE FEATURES

In 2018 the STOPfakes team expanded the opportunities available to businesses at the roadshows through what are now its three signature offerings.



Participants can sign up to talk one-on-one with any of the speakers for 10-minute sessions.



Participants can apply for copyright registration. Copyright Office staff will be on-site to help with the application required to register a work online. It costs \$55 for most works and takes about 20 minutes.



Participants can apply for copyright and trademark recordation with CBP. On-site assistance is made available by CBP staff to navigate the recordation application portal and process. Trademark recordation is \$190 per international class of goods, and copyrights are \$190 per application; it takes about 40 minutes.



If you found this information useful please
let us know! Comments can be sent to
ITA's Office of Standards and Intellectual
Property at IndustryIP@trade.gov



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