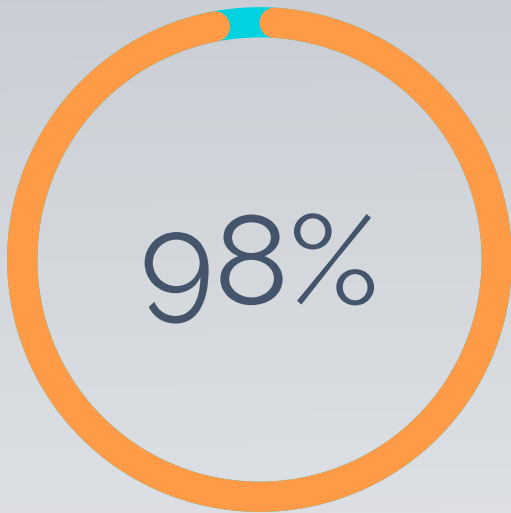


The impact of counterfeit goods

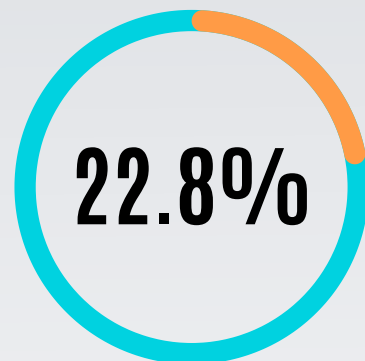
A research study from SnapDragon Brand Protection



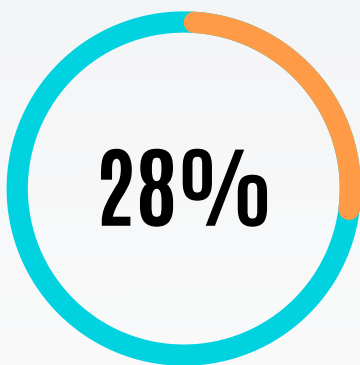
of SME businesses whose products have been ripped-off by counterfeiters report a loss of turnover

"This is not a victimless crime. Small businesses struggling to survive in the most challenging of circumstances, lose customers, and income when sales are diverted due to fakes. In addition, counterfeiting is linked to organised crime, including prostitution, drug rings and human trafficking. No business wants an illicit, parallel supply chain funding this kind of activity."

Rachel Jones
Founder and CEO of
SnapDragon



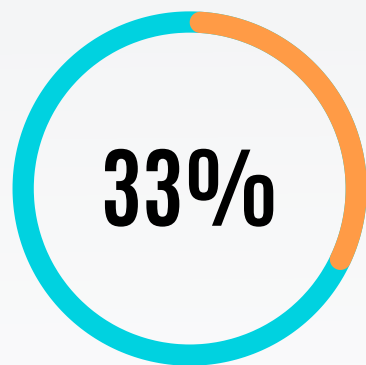
of companies surveyed have experienced another business selling a poor quality copy of their products



of consumers have purchased a counterfeit product without their knowledge



of consumers don't know that counterfeits are often linked to organised crime



of SME business owners struggle to effectively run their business due to fakes



Online copycats are a serious threat to your business. At SnapDragon, **we protect brands** by detecting fakes on ecommerce sites, social media, and domains with our proprietary software, **Swoop**. Our dedicated, multi-lingual brand protection specialists **takedown listings** that are abusing your intellectual property - **Friendly offline, fierce online!**



For more information:
snapdragon-ip.com
the.lair@snapdragon-ip.com

*Results based on a survey of 250 UK SME businesses, conducted on behalf of SnapDragon Monitoring