

PASSION FOR FASHION! FAKES FOOL YOU!

"If you can make it, you can fake it."

LASERSEC
TECHNOLOGIES



Rapid globalization and easy access to places and things from all over the globe have also increased the importance of trade, trademarks and brand names particularly when for each and every genuine good sold out there is the counterfeit already available. Black markets are filled with fake goods with a slightly distorted brand name, just to avoid cases of infringement.

Today the production of fake goods has increased so much that a day is enough to come up with the fake version of the original goods! The fake ones are abundant to feed the hungry crowd who can't spend much but still wants to look good. Fake and second-hand goods are also sold in roadside markets. It can be sports accessories, electronics even designer items with tempting offers.



Trademark is the branch of The IPR and includes name, any word, or symbol, or a device to differentiate goods of the one manufacturer from another. Trademark infringement is a serious problem for both big brands as well as small companies. Companies invest a fortune to come up with new products and launch them in the market so if the brand is not protected through trademark; the entire investment goes to waste. Because admit it or not majority of common folks would go for the cheaper one when the comparison comes because the fakes almost mirror the originals but are a lot cheaper. So why not!



Another reason for this increase in fake goods is because this generation is becoming more and more impatient due to the availability of everything right under their nose. Now it's all about looking good and clicking pictures so that you can update your "statuses" on various social media platforms with "#OOTD".



What you can do to stop the sale of fake goods in the market is firstly stop buying from them and encouraging them. But well that's kind of a hypothetical situation which can never be possible. Many brands have established web-based tools for verifying the authenticity of goods and the legitimacy of sellers.

Others provide feedback forms and email based modes of feedback for reporting any infringement. To successfully reduce the trade of counterfeit goods the companies must form a cross-functional team from the advisory level to a global level.

Fight counterfeiting by incorporating **Holographic Clothing Tags!** Visit <http://lasersec.in/apparel.html> for more information

CHEAP SALE



About Lasersec Technologies

Lasersec Technologies is the leading manufacturer of holograms being used as an anti-counterfeiting device. We ensure a high-level secrecy and quality at each and every step right from production to delivery of products. We enjoy a wide network of branch offices in all the metro & major cities in India. We are also having business alliances outside the country in Bangladesh, Srilanka, Malaysia, Nepal, Europe & UK.