

North Carolina Department of the Secretary of State

NEWS

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Elaine F. Marshall
Secretary of State

Counterfeit Health and Safety Products Taken off the Street in Enforcement Sweep

RALEIGH – Hundreds of face masks bearing counterfeit trademark logos were among the items seized by the North Carolina Anti-Counterfeiting Task Force over the past three weeks.

Enforcement actions led by NC Secretary of State Trademark Enforcement Agents uncovered knock-off face masks bearing trademarks from the Carolina Panthers and Nike to Michael Kors and Disney being sold at road side stands and flea markets in Newton, Burlington and Lexington, as well as counterfeit designer apparel, accessories and DVDs at a flea market in Ayden. The knock-offs seized in these recent enforcement actions had an estimated retail value of \$60,500. Estimated retail value is the amount the genuine trademarked items would sell for.

“We know that counterfeiters follow the demand, so we’re very concerned about knock-off health and safety items that may not meet safety standards and could put consumers at greater risk,” said Secretary of State Elaine Marshall on Friday.

Agents have also discovered bulk detergent with counterfeit trademarks for Gain, Tide and Dawn in recent enforcement actions. Two individuals are facing felony charges and multiple individuals were charged with misdemeanors in these enforcement actions.

The NC Secretary of State’s Office has the statutory duty to enforce laws that protect the holders of state and federally registered trademarks. Secretary Marshall created the NC Anti-Counterfeiting Task Force in 2004. Over the past 15 years, the Task Force has taken more than \$150 million in counterfeits off the streets. Secretary Marshall was awarded the 2019 Brand Protection Hero Award from the Center for Anti-Counterfeiting and Product Protection at Michigan State University for her work combating product counterfeiting.

If you see suspected counterfeit safety and health products being sold, please report it to the NC Secretary of State’s Office at counterfeit@sosnc.gov. If you see such products being sold online, take a screen shot and include the link in your email.

(Pictures on next page.)

