

Games and toys are one of the products most affected by counterfeiting. It is common to find counterfeit products in puzzles, video games, board games, card games, dolls, dolls from TV series...

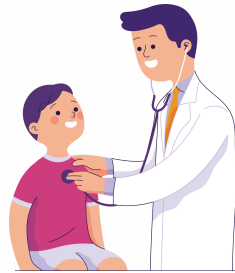


## THE IMPORTANCE OF INTELLECTUAL PROPERTY (IP)



## A THREAT TO HEALTH

Counterfeit toys often do not comply with safety regulations, and are made of materials containing toxic substances that can affect the immune system, nervous system or even growth.



## A THREAT TO SOCIETY

Losses in the toy sector

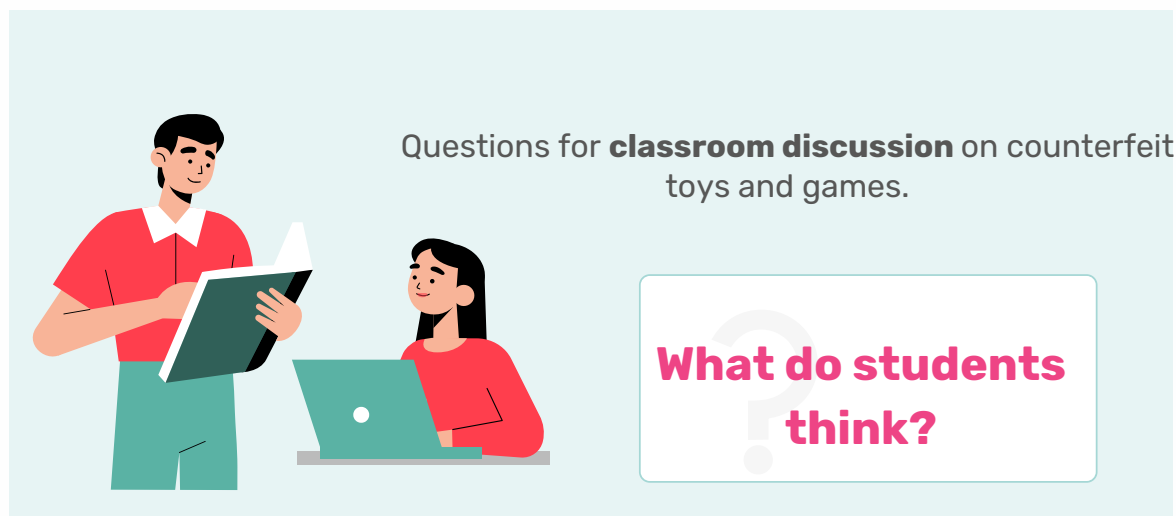


\*Source: The economic impact of counterfeiting in clothing, cosmetics and toys in the EU. European Intellectual Property Office

## A THREAT TO THE ENVIRONMENT

In addition, counterfeit toys and games come from **uncontrolled** manufacturing processes and raw materials, where profit is pursued at all costs and minimising environmental impact **is not a priority**.





1. Why do you think there are more counterfeit toys at Christmas?
2. Does counterfeit toys and games affect innovation in the toy industry?
3. Why do counterfeit toys pose a threat to consumer health?
4. Have you had any experience with a counterfeit toy or game, and was it of a lower quality?
5. Are the health risks of counterfeit toys obvious?
6. How does counterfeit toys impact on the economy and employment within the EU, and how can this affect families?
7. When you buy counterfeit toys or games, who are you harming?
8. How does the manufacture of counterfeit toys affect the environment?
9. What differences can there be in terms of environmental liability between companies that produce legitimate products and those that counterfeit?
10. How do our purchasing decisions influence society and the environment?

These questions are intended to help students and education professionals to consider the many aspects of the counterfeiting problem and to understand the real consequences of buying counterfeit goods.

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