

VIRAL MARKETING - COUNTERFEITS, SUBSTANDARD GOODS AND INTELLECTUAL PROPERTY CRIME IN THE COVID-19 PANDEMIC

Report

Other Reports



Counterfeit goods sold during the corona crisis do not meet the required quality standards and pose a real threat to public health and safety. People who buy these fake products have a false sense of security, while they are in fact left unprotected against the virus. Therefore, we should not only go after the criminals behind these scams but also, through prevention work, inform potential victims who are putting themselves and others at risk by using such fake goods.



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CRIME AREAS

[Intellectual property crime](#) • [Counterfeiting and Product Piracy](#)

TARGET GROUPS

[General Public](#) • [Law Enforcement](#) • [Academia](#) • [Professor](#) • [Students](#) • [Researcher](#) •

[Press/Journalists](#) •

[Other](#)

GENERAL TERMS

[COVID-19](#)

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