

**CASE ALERT**

**MACAU CUSTOMS INTENSIFIES ANTI-COUNTERFEIT ACTIONS**

December 3, 2020



The Macau Customs has for many years been at the frontline of the Government's efforts to address the offering in Macau of imported counterfeits, after having successfully put a stop to the production of such counterfeits locally.

Inspections and seizures have in the past few years intensified, and expanded from detection at the borders to raids conducted at the points of sale.

In a recent case last week, a shop at the Iao Hon Market received the visit of the Customs inspectors, with several counterfeit items being seized, including 40 handbags and wallets marked with luxury brands. The original items fetch several thousand HK Dollars each, but the items seized were being sold for between around HK\$60.00 and HK\$120.00.

Despite the very low price being already indicative that the items in question would not be original, they were later, upon examination by experts, confirmed to be fake.

The matter has been forwarded to the prosecution office and will be further investigated and eventually prosecuted.

It is important to note that all the brands in question would have had to be registered in Macau prior to any action being taken by the customs. No investigation or seizure will take place with regards to unregistered marks, making it important for good-faith and genuine economic agents to seek protection for their IP Rights as early as possible. This will also prevent the use of Macau as a hub for dissemination of counterfeits around the globe – a real possibility as Macau is not on the watch lists of governments and of inter-governmental entities that monitor piracy and counterfeiting around the world.

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