



Real Deal: Working together for fake free markets

Targeted at market organisers and local authorities this campaign, *Real Deal: Working Together to Ensure Fake-Free Markets*, brings together trading standards, copyright and trade mark owners, market operators and traders, providing them with tools and information to ensure their markets are free of fake goods and illicit traders.

Why is a national initiative needed?

Markets (including occasional sales, non-chartered markets and car boot sales) are not uniformly regulated and offer easy opportunities for those who wish to trade illegally, including racketeers and criminal gangs for whom IP crime is just one of many illegal activities making up their criminal lifestyle. The trade in counterfeit and pirated goods is low risk with a high return and markets – be they occasional, fixed or permanent – are the venues of choice.

There is also increasing evidence of children being used to front up stalls in order to protect the counterfeiters, and of violence and intimidation in the enforcement of traders' patches. The link between the trade in counterfeit goods and organised crime such as people smuggling and the drugs trade is also well-established.

While this is being addressed effectively in some areas, unfortunately the nature of the counterfeit business means that illicit market traders often move between markets and areas to escape detection. Therefore, only by adopting a national approach can we hope to see a real reduction in this continuing and growing problem.

In addition, the recent case in Hertfordshire involving market organisers, Wendy Fairs, has given rise to some uncertainty among enforcement agencies on how best to deal with markets where illicit goods are openly traded.

How will this campaign help?

At the heart of the *Real Deal* campaign is a national Markets Charter, containing broad principles for market organisers, trading standards and industry to sign up to and abide by. Individual trading standards services can then choose whether to support this charter with a more detailed code of practice, as already exists in some areas.

Information packs are also being produced for both market organisers and trading standards providing them with the necessary information and support they need to, first, confidently exclude illicit traders from market sites, and then ensure any appropriate legal action is taken against such criminals. Posters and other campaign materials designed to raise awareness of the campaign and the issue it is trying to address will also be available.

We are delighted that this initiative is being supported by LACORS, trading standards and NABMA as it is only by working together can we achieve real change.

The campaign has been produced by the Industry Trust for IP Awareness. For more information contact the Trust on 020 7079 6230.