

# OFFICE OF THE ATTORNEY GENERAL STATE OF MISSISSIPPI



## **OPERATION KNOCK OUT KNOCK-OFFS** *LET'S GET REAL MISSISSIPPI - BUY REAL*

Pharmaceuticals, contact lenses, hardware, brake pads, CDs/DVDs, footwear, purses, and even sunglasses. As consumers, we take for granted that what we buy is the real deal. But for consumers and business owners throughout Mississippi, and across the nation, the statistics are sobering. Every year, billions of dollars are seized in counterfeit and pirated goods.

The Mississippi Attorney General's Office is getting the word out about counterfeiting and the negative effects it has on the economy through Operation K.O.K.O. (Knock Out Knock-Offs). Counterfeit goods threaten the health, safety and security of Mississippians. In addition, these goods jeopardize jobs that our state desperately needs in these tough economic times. Consumers may think they are getting a bargain on goods. In reality, they are putting themselves and loved ones at risk.

The sale of counterfeit goods has been linked to drug trafficking, organized crime, terrorist activity, gang violence, child labor and life-threatening health issues. The sale of counterfeit goods hurt: consumers by posing serious health and safety risk; businesses by the loss of revenues; government due to lost sales tax, lost excise tax and lost income; and America by the loss of billions of dollars in trade.

Under intellectual property laws, owners are given certain exclusive rights to a variety of assets. In Mississippi, it is a felony to sell counterfeit products with a retail value of \$1,000 or more.

**We urge every Mississippi consumer to get the  
REAL deal by buying REAL!**



**OPERATION K.O.K.O. (KNOCK OUT KNOCK-OFFS)**

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# HOW CAN I SPOT A KNOCK-OFF?

- Is the product priced substantially below retail?
- Does the product appear to be of poor quality?
- Is the product packaging incomplete, torn, or otherwise suspicious?
- Is the licensing, copyright and trademark information missing from the packaging?
- Does the packaging have typographical errors or inconsistencies in the graphics/printing?
- Is the product sold at a reputable retailer?
- Is the seller using suspicious sales practices?
- Does the seller accept payments in cash only?
- Are the logos properly attached to the products?

All these are signs that a product may be counterfeit.

## **REMEMBER:**

**IF IT SOUNDS TOO GOOD TO BE TRUE... IT PROBABLY IS!**

# What is Operation Knock Out Knock-Offs?

Operation Knock Out Knock-Offs ("Operation K.O.K.O.") is a multi-phase project funded in part by a federal grant. The phases include the following:

- The formation of a statewide Intellectual Property Theft Task Force consisting of federal, state and local authorities;
- Intensive statewide and regional training of local authorities and task force members;
- Educational campaign geared towards merchants and consumers to build public awareness of the economic and safety impact associated with counterfeit products;
- Created the Mississippi Intellectual Property (IP) Crime Center System, a computerized database for local law enforcement agencies. The dedicated website provides the general public with information on the dangers of counterfeiting, as well as allows for confidential reporting of suspected counterfeiting;
- Established the Mississippi Intellectual Property (IP) Crime Center database website for law enforcement. It gives members of the Mississippi Intellectual Theft Task Force the opportunity to share intellectual property case management information with other task force members.
- Created a media awareness campaign featuring an intellectual property public service announcement that aired at select movie theaters across the state.

**IF YOU HAVE QUESTIONS OR WANT TO REPORT A POSSIBLE COUNTERFEIT PRODUCT CONTACT**

**THE MISSISSIPPI ATTORNEY GENERAL'S OFFICE  
CONSUMER PROTECTION DIVISION  
AT**

**601-359-4230 OR 1-800-281-4418**

**FOR MORE INFORMATION REGARDING  
OPERATION KNOCK OUT KNOCK-OFFS VISIT [WWW.AGJIMHOOD.COM](http://WWW.AGJIMHOOD.COM)  
OR [HTTP://MIPCC.AGO.STATE.MS.US](http://MIPCC.AGO.STATE.MS.US)**