

Hong Kong Customs seizes counterfeit goods of famous brands worth about \$1.5 million (with photos)

Hong Kong Customs today (August 10) conducted a special enforcement operation to combat the sale of counterfeit goods and seized about 1 000 items of suspected counterfeit goods of famous brands with an estimated market value of about \$1.5 million.

Customs earlier conducted patrols and discovered some retail shops selling suspected counterfeit goods. After an in-depth investigation with the assistance of trademark owners, Customs officers took enforcement action today and raided two shops selling suspected counterfeit famous brand goods and a storage centre of suspected counterfeit goods in Causeway Bay. The batch of suspected counterfeit goods of famous brands, including clothing, leather goods and footwear, was seized.

During the operation, a 33-year-old woman suspected to be connected with the case was arrested.

Investigation is ongoing.

Customs will continue to step up inspection and enforcement to vigorously combat different kinds of counterfeit goods activities.

Customs reminds consumers to procure goods at reputable shops and to check with the trademark owners or their authorised agents if the authenticity of a product is in doubt. Also, traders should be cautious and prudent in merchandising since the sale of counterfeit goods is a serious crime and offenders are liable to criminal sanctions.

Under the Trade Descriptions Ordinance, any person who sells or possesses for sale any goods with a forged trademark commits an offence. The maximum penalty upon conviction is a fine of \$500,000 and imprisonment for five years.

Members of the public may report any suspected infringing activities to Customs' 24-hour hotline 2545 6182 or its dedicated crime-reporting email account (crimereport@customs.gov.hk).

