

brand name
imitation

labels
logo

packaging
pirated

quality

NICOLA: Jim! Look at this! They have Rayban sunglasses for only \$25!

JIM: Nicola, those aren't real. Those are *Raybams*—the brand name ^{1.} is spelled wrong!

NICOLA: Oh. But what about these bottles of perfume? It's Chanel!

JIM: Can't you tell that those are fake? They have different ^{2.} and
^{3.}

NICOLA: Oh, look! Here are some CDs of the Rolling Stones. I love the Rolling Stones!

JIM: These CDs are ^{4.}. Someone just copied the covers on their scanner.

NICOLA: Well what about the shoes? These are Nikes, and they are really cheap!

JIM: You can tell that they are not Nikes because the ^{5.} looks wrong . . .

They are cheaper because the ^{6.} is bad. They will probably fall apart in
one week!

NICOLA: What about those jackets? They look like Hollister.

JIM: For \$25? They are ^{7.} Hollister. Nicola, *everything* here is fake!

bill equipment fake ink scanner technology

1. Printing presses, copiers, scanners, and magnifying glasses are different kinds of _____ used in counterfeiting.
2. Even new printing presses use _____ that is over 500 years old.
3. I want to be able to put this magazine photograph on my computer screen. I need a(n) _____.
4. Don't be fooled by that "Rolex" watch. It's cheap because it's _____.
5. I need change. Can I have four quarters for a one-dollar _____?
6. Professor Porter always corrected my papers with purple _____ since she didn't like red.