Look at the picture below and discuss some questions about it

- Who are these people?
- Where are they?
- What items are on the ground?
- What are they doing with these items?
- Why are they doing it?

LIVEWORKSHEETS

Task 1. Read this dialogue. Find a word, which means:

- A copy, an imitation:
- A reduction in price:
- Original:
- At a very low price:
- To be strongly attracted by something / somebody:
- Someone who likes something very much:
- To be cheated financially:

Lindsay: Look at this **designer** bag I bought. It was such a **steal**!

Rafael: Let me see that. You do know that this is an **imitation**, not **the real thing**, right?

Lindsay: What do you mean? Of course it's real.

Rafael: Where did you buy it?

Lindsay: Well, there was a guy on the street selling all of these **genuine** designer bags. He said he got them **straight from** the factory, and that's why he could sell them at such a **markdown**.

Rafael: The reason he could sell it **dirt cheap** is because this is a **knockoff**. I know you're a **sucker for** a **bargain**, but I can't believe you **fell for** his **line**.

Lindsay: How do you know this is a knockoff? Are you an expert on women's handbags? I still think this is real, and I'm sure I didn't get **ripped off**.

Rafael: **Whatever you say**. As they say, **there's a sucker born every minute**!

What's happened in this story?

Match the words to their meaning: https://wordwall.net/resource/45072459

Task 2.

Below is a list of copyright infringements. In pairs, rank them according to which ones you consider to be the most dishonest.

- buying a fake Rolex watch
- photocopying pages from a published book
- lending a book you enjoyed to a friend to read
- downloading music from an internet file-sharing system
- making a digital copy of a CD or DVD
- showing a video to a group of people for money

Task 3. Speaking:

- Is a good copy of something considered to be counterfeit?
- Where do most counterfeit products come from?
- What kinds of products are being counterfeited?
- Why is the counterfeit business booming around the world?
- Have you ever spotted a fake? How did you do that?
- Do you think such things as you-tube music, textbooks, pieces of art should be open to public and free of charge? Why/not?

LIVEWORKSHEETS

Task 4. Listening.

Vocabulary:

To benefit somebody – to give an advantage
To be affected by – to be influenced by something badly
A consequence – a result of an action or a decision
To justify – to show that something is reasonable
To afford – to have enough money and be able to buy something
Overpriced goods – goods with a bigger price than they should be
Lower-priced goods – goods, which are less expensive than other ones
A ridiculously high price – an extremely high price
To far outweigh something – to be greater than something else

1 Listen to two people talk about counterfeiting. What examples of copyright infringement do they mention?

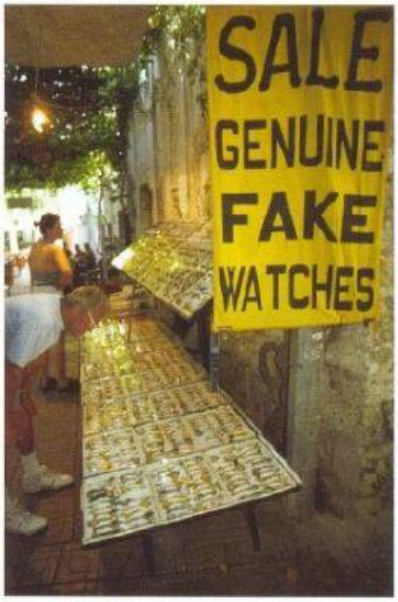
2 Listen again and answer the questions.

According to the first speaker:

1 How does counterfeiting benefit consumers?
2 Why would she buy copies of brands?

According to the second speaker:

1 Which industries are affected by the problem in the European Union?
2 What are the most serious consequences of counterfeiting?
3 How are high prices of branded goods justified?



3 Which of the speakers are you most likely to agree with? Why?

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Script:

One

You have to admit counterfeiting benefits consumers, particularly in developing countries, by giving them access to lower-price goods, such as medicines, that they might not otherwise be able to afford. Anyway, some brands are just so overpriced I think it's great to get almost the same quality for much less than those ridiculously high prices they charge.

Two

I think the costs of counterfeiting far outweigh the benefits. Think of the enormous cost to companies who make clothing, toys, software and pharmaceuticals and the unemployment caused by it. I mean 17,120 jobs were lost in the European Union in just one year due to competition from cheaper counterfeits. The branded industries need to invest huge amounts in research and development, marketing and advertising, which counterfeiters don't, of course. That's why branded goods are more expensive.

Task 5.

1 Match the words with similar meanings.

1	legitimate	a	exchange
2	counterfeit	b	legal
3	covert	c	brand
4	genuine	d	indistinguishable
5	trademark	e	fake
6	imitate	f	breach
7	identical	g	real
8	swap	h	copy
9	peer	i	secret
10	infringement	j	equal

LIVEWORKSHEETS

Task 6.

Counterfeiting

Choose the best word to complete each sentence.

1 Expensive _____ fashion items are commonly copied products.
a excluded b invented c designer d prototype

2 Copies are so well made that they are almost _____ from the original.
a identical b the same c incomparable d indistinguishable

3 Many consumers prefer to pay more for a _____ brand.
a genuine b right c normal d reality

4 _____ manufacturers receive permission to produce branded goods.
a Partner b Associated c Agreed d Licensed

5 The overseas printer produced extra books and sold them _____.
a on the side b besides c inside d over the side

6 The music industry is very concerned about _____ infringement.
a patent b copyright c trademark d intellectual

7 Increased counterfeiting affects the brand owners' future _____.
a balancing b potential c profitability d finance

8 CDs and Videos are particularly _____ to piracy.
a easy b suspect c vulnerable d valuable

9 One legal action against counterfeiters is to take them to _____.
a justice b court c account d copyright

Task 7. Grammar: *conditionals 1-3*

Complete the sentences with the correct forms of the verbs.

1 If I (have) *'d had* enough money, I (buy) *'d have bought* a real Rolex but I just didn't, so I bought a fake.

2 If local counterfeiters only (pay) _____ a fine of $1,000 when they are caught they (keep on) _____ producing counterfeit goods.

3 There (not / be) _____ so many imitation drugs on the market if the prices of the genuine products (not / be) _____ so high.

4 If we (not / drop) _____ our prices in the region I think we (be) _____ vulnerable to counterfeiting by local companies.

5 We (not / manufacture) _____ locally if we (not / trust) _____ them to produce only the agreed quantities. It's been fine so far.

6 If I (know) _____ it was a fake, I (not / buy) _____ it.

7 We're considering introducing some sophisticated anti-counterfeiting features but it (cost) _____ a lot of money if we (use) _____ them.

8 I (not / work) _____ for a counterfeiter if I (can / get) _____ another job elsewhere, but I can't.

LIVEWORKSHEETS

Reading:

Copyright infringement

1 Quickly scan the text on the opposite page and underline examples of counterfeiting.

2 Complete the text with the following sentences.

a However, brand owners often willingly hand over production masters to counterfeiters without realising it.

b As long as there is a market for a product the copycats will imitate it.

c Peter Lowe, head of the CIB, reckons that some $25bn worth of counterfeit goods are traded each year over the internet.

d In recent years the counterfeiters have gone from strength to strength.

e Some of these, borrowed from security devices developed for use on dollar bills, are clearly visible and are intended to help consumers distinguish fakes from genuine goods.

f Procter & Gamble reckons it spends $3m a year fighting the copycats.

Imitating property is theft

Counterfeiting is on the increase. Companies ignore it at their peril

To most people, counterfeiting means forged currency. But counterfeiters are copying an ever-widening range of products. For some time they have been churning out imitation designer fashion, software and CDs. Now they are copying medicines, mobile phones, food and drink, car parts and even tobacco. [1] _____ [2] _____ New technology has broadened the range of goods that are vulnerable to copying. It has dramatically improved their quality, as well as lowering their cost of production. Where once counterfeits were cheap and shoddy imitations of the real thing, today their packaging and contents (especially for digital products such as software, music CDs and DVDs) often mean they are almost indistinguishable from the genuine article.

A counterfeit, by definition, is something that is copied or imitated without the perpetrator having the right to do it and with the purpose of deceiving or defrauding. Such rights are legally covered by patents (for inventions), copyright (for artistic works and software), trademarks (for words, pictures, symbols and industrial designs) and other forms of intellectual-property protection.

Counterfeiting is as diverse as any legal business, ranging from back-street sweatshops to full-scale factories. Counterfeiters often get their goods by bribing employees in a company with a valuable brand to hand over manufacturing moulds or master disks for them to copy. [3] _____ One of the most frustrating problems for brand owners is when their licensed suppliers and manufacturers "over-run" production lines without permission and then sell the extra goods on the side.

Distribution networks can be as simple as a stall in the street, or a shop on the other side of the world. The internet has been a great help to counterfeiters, giving them detailed information about which goods to copy and allowing them to link consumers and suppliers with ease. [4] _____

Counterfeiting is not a victimless crime. For a start, legitimate businesses lose sales because of competition from counterfeiters. If their brand loses value (because it is seen as less exclusive or is confused with shoddy imitations), there is a long-term threat to profitability. In addition, firms have to bear the cost of anti-counterfeiting measures. [5] _____ One strategy that companies increasingly use is to load their vulnerable products with anti-counterfeiting features. [6] _____ Companies also use these features, primarily to help them track their products through the supply chain and to distinguish genuine articles from fakes, especially should they need to take the copycats to court. But no amount of effort will ever completely stop the copycats. For as long as there is consumer demand, companies will find that imitation is the severest form of flattery ■

Read the text again and answer the following questions.

What role has technology played in the expansion of counterfeiting?

How do counterfeiters often obtain their production masters?

What are the distribution networks for counterfeit products?

What effects does counterfeiting have on legal businesses?

LIVEWORKSHEETS

LIVEWORKSHEETS