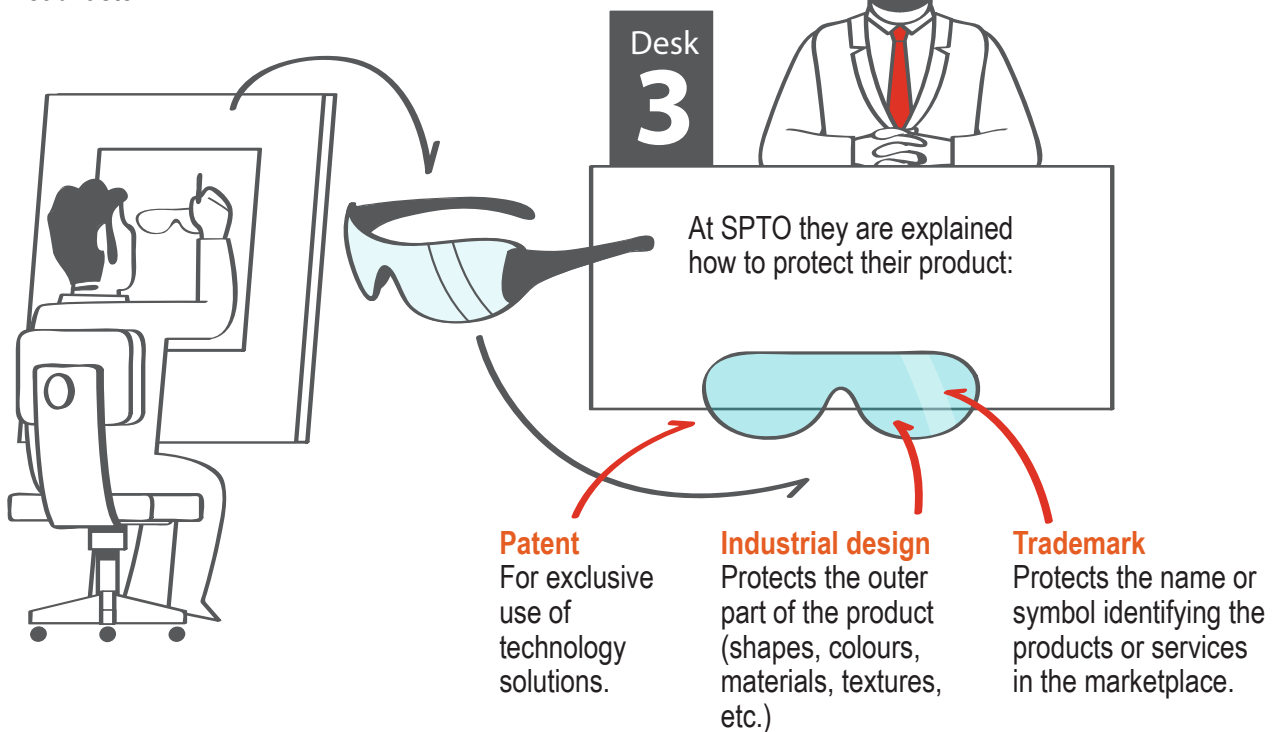
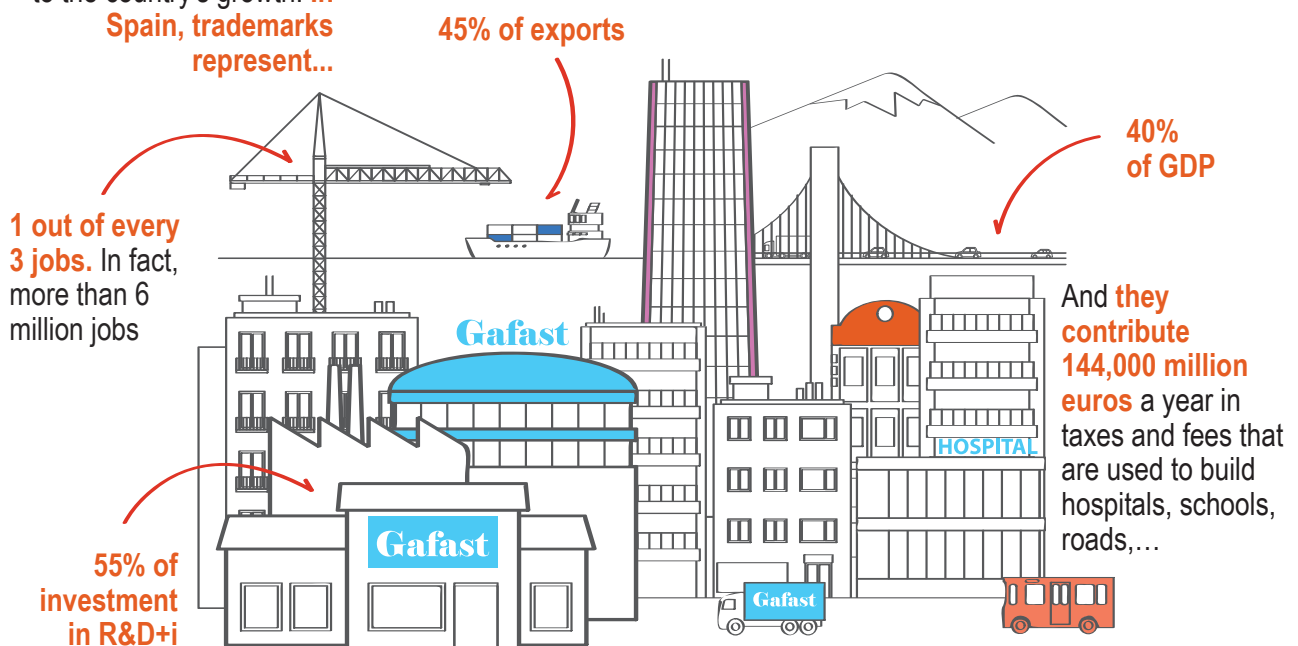


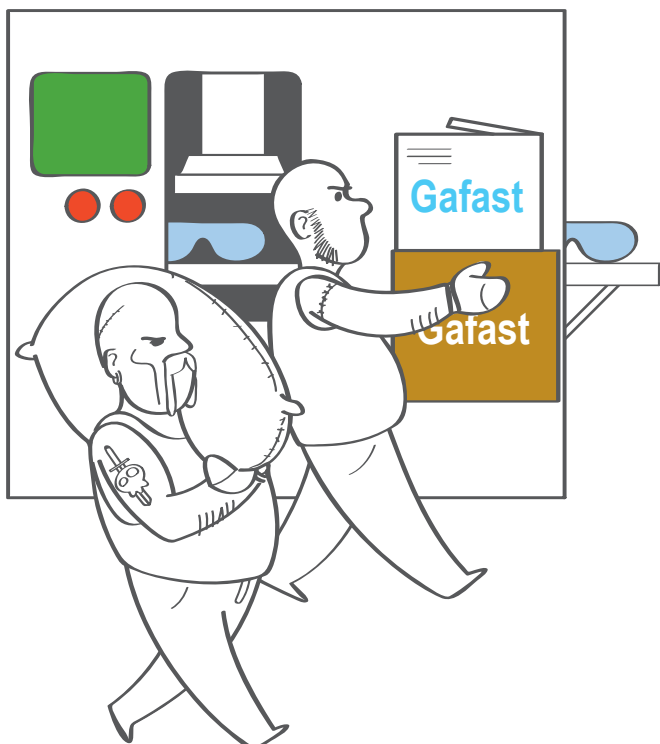
The impact of trademarks, patents and industrial designs on the consumer and on society

Marta and Juan think they have a **good idea**: GAFAST, glasses that read faster.



GAFAST also contributes to the country's growth. **In Spain, trademarks represent...**

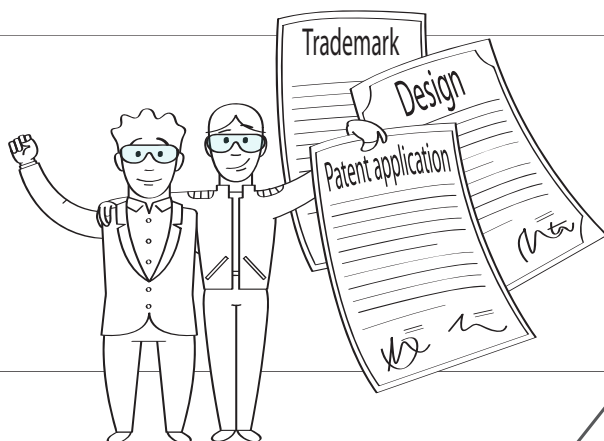




The Intellectual Property Register is a tool that helps fight this problem. By registering their trademark, their industrial design and their patent, Marta and Juan can exercise their rights and report counterfeiters to the Police Forces, Customs and the Courts.

Counterfeiters make identical copies of authentic products and take advantage of the hard work done by companies like Marta and Juan's. But consumers don't always realise the negative consequences of counterfeit goods:

- They reduce investment in innovation **and destroy jobs – 67,204 jobs** in fact.
- They put consumer health and safety at risk.
- Income and taxes are reduced because of the drop in legal sales. Every year, 7,088 million euros worth of sales are lost.
- They create serious economic problems for SMEs.
- They're one of the favourite activities of organised crime.



Putting an end to counterfeiting is not possible without everyone's cooperation. Consumers, business owners, trademark holders' associations and public bodies both in Spain and abroad need to join forces to protect our society's social and economic health.

Stand up for protection
Make your mark.



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