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## Don't Let Your Brand's Goodwill Fall Victim to COVID-19 Scams

**Legal Update**

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By Courtney A. H. Thompson and Jacob M. Abdo

Consumers rely on the brands they trust to keep their families safe, healthy and happy. However, pandemic profiteers and trademark pirates are taking advantage of these difficult times by selling counterfeit goods to an unsuspecting public. **Brands in the medical technology, pharmaceutical, consumer packaged goods, high-demand household products and others are seeing counterfeits of their goods flood the market.** In March, Amazon reported that it removed more than one million products for making false claims related to the COVID-19 outbreak. Counterfeit goods not only harm consumers who unknowingly use inferior or ineffective products, they also tarnish the goodwill and trust that legitimate brands have built.

For more information, contact an Anti-Counterfeiting team member.