

## Preventing counterfeiting of PSA branded items + brand control

**Counterfeiting is an issue that affects local and global companies. It is not uncommon to encounter counterfeit versions of a brand. Fake merchandise poses as famous brands to undercut the market price and make a profit. They trick consumers into thinking they are getting the real deal when, in fact, they are not.**

The PSA is aware of counterfeit items that are sold to members, especially during protests and marches. The consequences of counterfeiting are immense as damage can be widespread and difficult to quantify.

The PSA logo is a registered trademark protected under the *Trademarks Act 194 of 1993* and may not be used by persons to design their own clothing, pamphlets, posters, or products that will be sold for money. If you know, or have reason to suspect that goods are counterfeit, it is a criminal offence to have them in your possession.

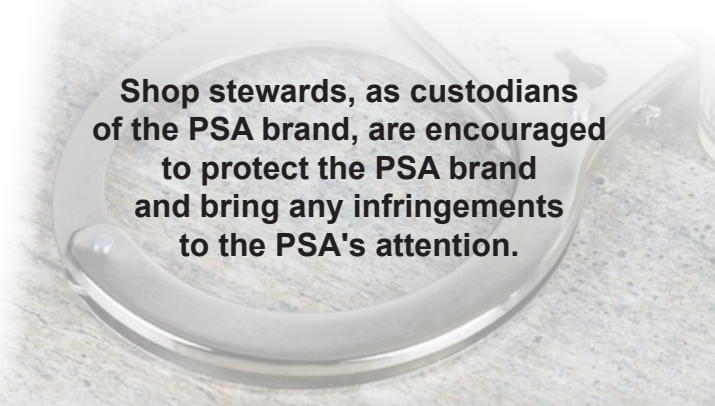
Trade in counterfeit goods should not be taken lightly by offenders, as the penalty for first offenders can be a fine of up to R5 000 per item or three years' imprisonment. The penalty for repeat offenders can be a fine of up to R10 000 per item or five years' imprisonment.

If someone makes use of a trademark that has been registered, without the consent of the owner, it is considered as trademark infringement in South Africa.

You may not:

- Manufacture or produce counterfeit goods with the PSA name or logo.
- Sell or hire out fake PSA products.
- Exhibit fake items for the purposes of trade.
- Distribute fake items for the purposes of trade.

**IT IS A CRIMINAL OFFENCE IF YOU DO!**



**Shop stewards, as custodians of the PSA brand, are encouraged to protect the PSA brand and bring any infringements to the PSA's attention.**

Photos  
Bermix Studio - Unsplash  
Marcus Winkler - Unsplash



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