Counterfeiting: unauthorized representation of a registered trademark carried on goods identical or similar to goods for which the trademark is registered, with a view to deceiving the purchaser into believing that he/she is buying the original goods.
Trend of counterfeiting in OECD countries from 2000 to 2007

From: WTO elaboration
Percentage breakdown by sector of the turnover of counterfeiting in Italy for 2010

From: Censis elaboration
Estimate for the areas of sales of counterfeiting in Italy for 2010

Counterfeiting (million €)