



Nike is one of the world's most respected and recognized brands and it continues to grow in popularity throughout the world. With this popularity we unfortunately experience the downside of being a prime target for counterfeiters, who are expert at finding new ways to exploit our brand.

Unfortunately, counterfeiting is on the increase and has become highly sophisticated and organized. Recent advances in technology have now made it easy for counterfeiters to replicate products to a high standard, making our role even more difficult.

We hope that this brand protection enforcement guide will help you, in your efforts to identify and seize counterfeit Nike merchandise. This guide is not intended to be exhaustive and should you be unsure, or require further assistance, please do not hesitate to contact us directly. Should you require additional copies of this guide, or should you feel a training session would be useful for you and your colleagues, please feel free to contact us.

Nike is committed to working with and supporting law enforcement agencies in their efforts to crack down on counterfeit crime and we thank you for all your help and support.

Please note this guide and its contents are confidential and this information should not, under any circumstances, be disclosed to third parties without prior authorization.

Additionally its use is restricted to law enforcement agencies only.

MAIN PRODUCTS

Footwear, apparel and equipment

MAIN TRADEMARKS



NIKE SHOX



JUST DO IT.





CHARACTERISTICS OF COUNTERFEIT PRODUCTS



Spelling Mistakes to spot fakes



CHANPIONSHIP



KORE ?



Dubbel-zijdige labels



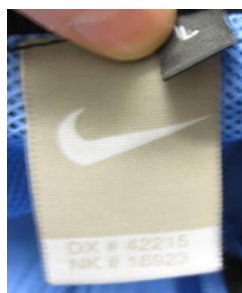
LYCRA



Boxes out of the original standard and tennis shoes out of the box.



Labels different from the original standard or with wrong details.





HOW TO IDENTIFY AN ORIGINAL PRODUCT

Genuine Nike products should always be packed in high quality boxes. On the outside of the box there will always be details relating to the order, which are traceable. Regarding tennis shoes, all boxes contain 12 pairs of the same style and one pair packaged per small box.



Shoe Box Label - The label applied to the end of the shoe box will detail the description of the shoe, sizing information, the country the shoe has been manufactured in, the style code and the UPC barcode. The details on the shoe box label should correspond with the details on the tongue label.



Tongue label (new)

Tongue label (former)

Poly Bag—Genuine apparel product should be packed in a poly bag, which should have a UPC sticker attached to it, identical to the UPC sticker on the wing tag. On the poly bag there should be a suffocation warning translated into 30 languages.



Swing Tag -The swing tag and UPC sticker should contain details of the style, product, color, size of the garment and a UPC barcode and number.





LEARN MORE

Original tennis shoes have Damping Technology. In Nike Air tennis shoes, this technology consists in balls of air inside the sole. In counterfeit tennis shoes, even in those ones which are identified with the "AIR" term, there is no system of damping.



Original
Damping System



Counterfeit
No Damping System

According to reports from the University of Santa Catarina and CTCAA (Footwear Technology Centre of Leather and similar) of Rio Grande do Sul State, counterfeit shoes such as the sample above manufactured in Nova Serrana, with no damping system, may cause injury to joints such as early arthrosis.

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