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How Brand Owners Can Use the ITC to Knock Out Knockoffs

The Brand Protection Professional

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All brand owners know the harm counterfeits and knockoffs do, stealing sales and wrecking reputations. Unfortunately in the age of digital commerce and increasing online purchases, this threat is only growing. While fighting fakes can be tricky and expensive, there is a lesser-known legal venue where such battles can be cost-efficient and effective–the U.S. International Trade Commission (ITC), whose General Exclusion Order is a greatly underutilized tool for companies looking to fight an increasingly widespread knockoff epidemic.

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