
[Original vs. Plagiarism: Negative Award Sheds Public Light on Counterfeits](#)

Plagiarisms and counterfeits are neither a compliment nor harmless trivialities. Often produced cheaply and under inhuman working conditions, they sometimes cause damage to innovative manufacturers that threaten their very existence. The explosive spread of product and brand piracy is encouraged by globalisation, the Internet, digital communication - and by the specific demand of gullible (online) bargain hunters. Yet, fakes are usually only deceptively similar to the original at first glance and pose enormous safety risks, especially for consumers.

[Image rights: Aktion Plagiarius e. V.]

On February 07, 2020, the negative award "Plagiarius" was awarded for the 44th time. The German Campaign "Aktion Plagiarius" annually grants this anti-prize at the "Ambiente", the world's largest consumer goods trade fair (Frankfurt, Germany), during an international press conference. The award was given to those manufacturers and distributors whom the jury has found guilty of making or selling "the most flagrant" imitations. Again, the prize winners show the wide range of industries affected by counterfeits and reveal that product- and brand piracy is a global problem.

The goal of "Aktion Plagiarius" is to denounce the counterfeiters' unscrupulous business practices who pilfer intellectual property and pass it off as their own creative achievement; and to raise public

awareness of this complex problem that exists among industry, politicians and consumers. The "Plagiarius" award remains silent about on whether a plagiarism is legal or otherwise.

For more, see

[Press Release Aktion Plagiarius](#)

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