

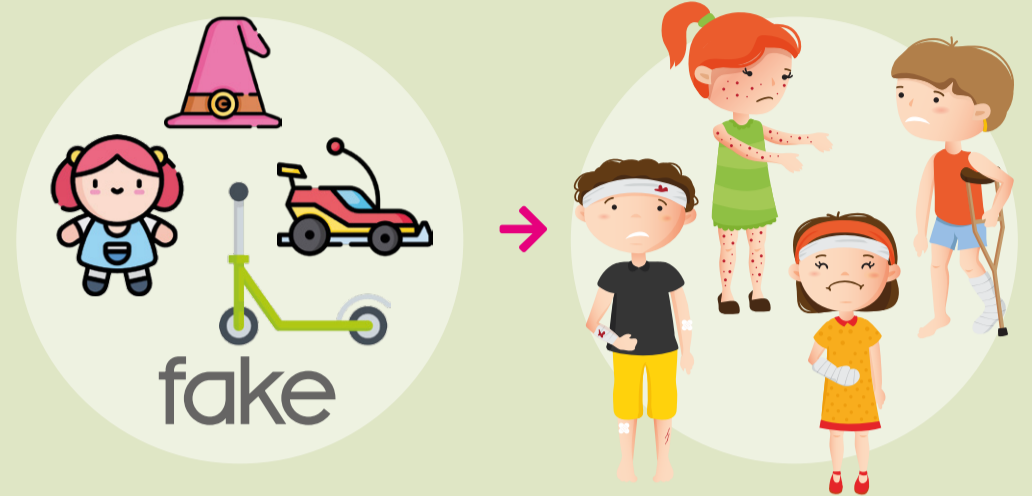
The importance of intellectual property and the risks of counterfeit toys to children's health, the environment and society



Brands **Industrial design** **Patent**

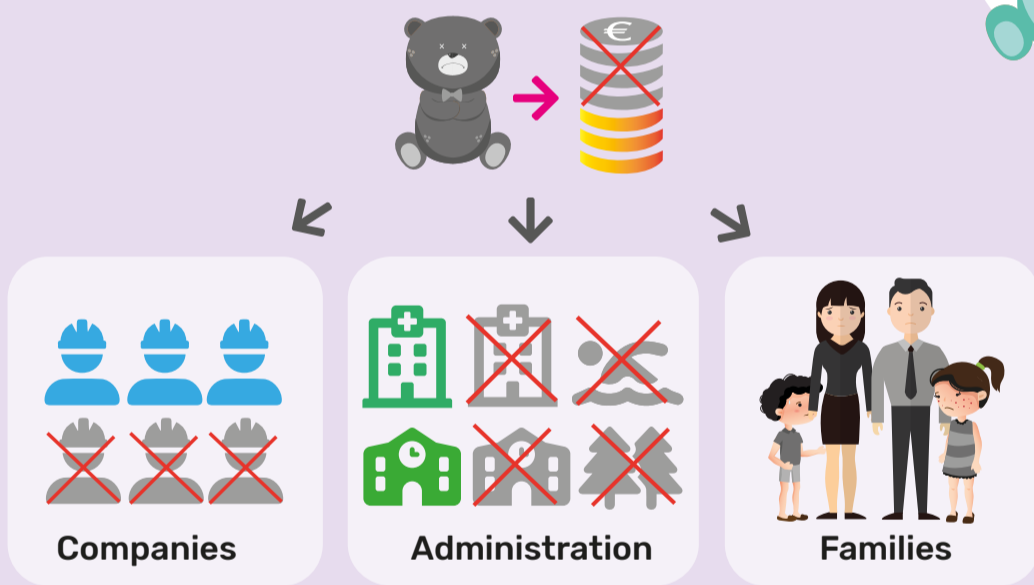
Copyright

Intellectual property is everywhere and it protects creations that amuse us and make our lives easier, like toys, tablets, mobile phones, songs, stories, drawings, video games, paintings, sculptures, etc.



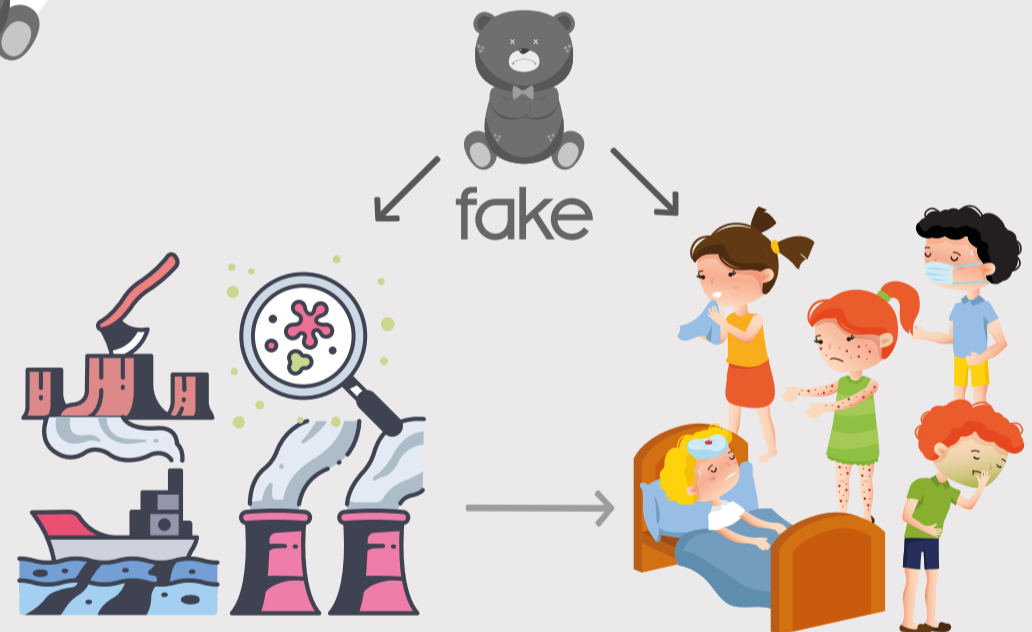
fake

Counterfeit toys involve hazards which could cause severe **injuries** such as falls, burns, poisoning, choking, etc.

Companies **Administration** **Families**

Counterfeit toys **harm the economy and society** because they involve economic losses for companies, the government and families.



fake

Counterfeit toys can harm our health as well as the **environment**.



Counterfeit toys Pose a threat to **HEALTH**, the **ENVIRONMENT** and **SOCIETY**.

What can you do as a consumer?

As consumers, our decisions can change things. When we choose toys that are original, safe and respectful towards the environment we are also choosing health, a better environment and wellbeing for everyone.



Be aware so you can decide



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