

WHAT YOU WILL LEARN WITH THIS NOOC

1 How to highlight the benefits of buying **ORIGINAL CHILDREN'S PRODUCTS**



2 What to do if your **PRODUCT** is being **COUNTERFEITED**

3 How to comply with European **PRODUCT SAFETY REGULATIONS**



4 How to protect **INTELLECTUAL PROPERTY RIGHTS** in children's products sector

5 To be aware of the potential of **NEW TECHNOLOGIES** for **AUTHENTICITY** and **SAFETY** purposes



www.counterrisk.eu

WHAT YOU WILL LEARN WITH THIS NOOC

1

How to highlight the benefits of buying ORIGINAL CHILDREN'S PRODUCTS



Learn how to show your customers the high degree of danger when they buy counterfeit products, especially for children. Show them the importance of purchasing genuine products in compliance with safety standards.

2

What to do if your PRODUCT is being COUNTERFEITED



Find out how to act if you suspect that your products/services are at risk of being counterfeit and learn about the steps to take to prevent counterfeiting or how to act when it happens.

3

How to comply with European PRODUCT SAFETY REGULATIONS

Be an advocate for your consumers' rights by learning about what safety requirements apply to children's products, as well as how counterfeit products can be reported.



4

How to protect INTELLECTUAL PROPERTY RIGHTS in children's products sector

Intellectual property is crucial to differentiating your business. The competitiveness and protection of your investments, namely in the areas of creativity and technological innovation, will be much more safeguarded.

5

To be aware of the potential of NEW TECHNOLOGIES for AUTHENTICITY and SAFETY purposes

Learn to use new technologies to your advantage and that of your customers. Your security will increase proportionally to the domain you have of the tools and new services or elements that will be made available to you.

