

# TRENDING: SOCCER JERSEYS

WORLD CUP GAMES HAVE STARTED AND PEOPLE WANT TO WEAR THEIR TEAM LOYALTY  
We follow trends and do our best to Prevent, Intervene and Educate (PIE) our community on counterfeit merchandise. We make every effort to provide a legitimate shopping and selling space.



Questions? See something? Please text 847-524-9590



**WE DO NOT ALLOW COUNTERFEIT  
SOCCER JERSEYS TO BE SOLD AT WOLFF'S FLEA MARKET**

## **The Law:**

**The Lanham Trademark Act** is the federal law prohibiting counterfeits. It bans the use of copied designs, words, symbols, logos, etc. except to original trademark owners. This law protects brands and their intellectual property. Counterfeit products deceive customers and violate trademark law.

## **We have found vendors selling counterfeit soccer jerseys.**

### **How and why?**

- Counterfeits are prevalent in the Chicago area (and worldwide)
- They are a trending, popular product
- They are cheaper than the authentic version - appealing to some
- They are way to make money
- They capture consumer demand for hard to find, expensive items for cheap
- Vendors (sometimes first-time) are misinformed or unaware of the law and our efforts to prevent counterfeit products



## **Our team can identify fake soccer jerseys:**

- On the "2026 Watchlist"
- Quantity offered - too many
- Items are new
- Incorrect tags
- Unrealistic availability
- Too cheap
- Sketchy source (imported, warehouse, wholesale, marketplace)



## **When we find fakes of any type we require you to put them away, which means:**

- Placed inside your car
- Out of sight
- Inaccessible to customers
- Permanently removed from sales
- We are not "trying" to prevent you from making money
- We are following the law
- We are not individually targeting you
- We are making every effort to prevent this situation
- If you choose to display items again, or attempt sales after we intervene, you will be permanently ejected from the market (this happens occasionally)

## **So, no counterfeits allowed**

- Even if you tell the customer it is fake
- Even if you didn't know they were fake
- Even if no one told you it was wrong to do this
- Even if it looks good
- Even if it's cheap
- Even if customer wants it
- Even if you want to make money
- Even if "it's just a flea market"
- Even if you don't care
- Even if "no one will find out"
- Even if we don't see it at first

### **Read More:**

- <https://www.cbp.gov/trade/fakegoodsrealdangers>
- <https://www.inta.org/fact-sheets/counterfeiting-intended-for-a-non-legal-audience/>
- [https://www.law.cornell.edu/wex/lanham\\_act#:~:text=The%20Act%20provides%20for%20a,mark%20is%20likely%20to%20occur](https://www.law.cornell.edu/wex/lanham_act#:~:text=The%20Act%20provides%20for%20a,mark%20is%20likely%20to%20occur)
- <https://www.ilga.gov/Legislation/ILCS/Articles?ActID=2233&ChapterID=62>
- <https://www.nolo.com/legal-encyclopedia/content/lanham-act.html>