

Grammar: no key provided, the exercises will be checked in class (25 Feb 2013)

Unit 10 - COUNTERFEITING

Exercise 1

Find a word that matches the following definition:

the act of breaking a law or rule = **INFRINGEMENT**

the act of making st to look exactly like the real thing, in order to trick people = **COUNTERFEITING**

a fraudulent imitation = **COUNTERFEIT / FAKE**

the act or practice of deceiving = **DECEIT**

Exercise 2

Translate the following text into English using the words below in the appropriate form:

Čelní představitelé odvětví spolu s předními poskytovateli služeb využívají technologických inovací a vyvíjejí metody detekce padělků a řešení, která umožňují vypořádat se s paděláním výrobků. Pokročilá technologická řešení napomáhají společnostem globálně monitorovat činnosti spjaté s výrobkem, jako jsou např. cenotvorba, procenta slevy a obchodovaná kvantita. Prostřednictvím firemního indexu rizika pak tvoří žebříček podezřelých firem a umožňují tak společnostem proti těmto padělatelům podnikat právní kroky.

SUSPECTS RANK TRADE TAKE ACTION MAKE USE OF TOP ALLOW THROUGH ALONG WITH PRICING

Suggested version

Industry leaders **along with the top** services providers/companies have **made use of/make use of** the technological innovation and developed/develop counterfeit detection methods and solutions to tackle product counterfeiting. The advanced technological solutions help companies monitor globally the activity of / related to the products such as **pricing**; discount percentages and quantities **traded**. **Through** a company risk index, it then **ranks** the **suspects allowing** the companies to **take legal action(s)** against these counterfeiters / take these counterfeiters to court.

Exercise 3 (CB pages 86-87)

Find synonyms / expressions similar to the words below:

product line = **product range/range of products**

to think / figure = **to reckon**

banknote = **bill (US)**

real / authentic (e.g. goods) = **genuine**

someone who copies = **copycat**

to make an illegal copy of sth = **to forge**

to differentiate *between A and B* = **to distinguish between A and B**

to cheat / defraud = **to deceive**

to give sb money, to help you by doing sth dishonest = **to bribe**

a sales booth / a stand = **a stall**

compliments = **flattery**