



NATIONAL IPR COORDINATION CENTER

Operation Holiday Hoax Fact Sheet

The National Intellectual Property Rights Coordination Center (IPR Center) is leading the government's response to intellectual property theft (IP theft). In December 2009, the IPR Center initiated Operation Holiday Hoax (*Holiday Hoax*) targeting counterfeit goods in transit, at transportation hubs, and at local retail sales points throughout the U.S., Puerto Rico and Mexico.

From December 8 to December 13, 2009, the IPR Center coordinated *Holiday Hoax*, a highly successful bilateral, multi-state, and multi-agency holiday surge operation. U.S. Immigration and Customs Enforcement Homeland Security Investigations (ICE-HSI) agents worked in partnership with other federal agents and local law enforcement agencies to target small businesses, stores, swap meets, flea markets, shippers, and vendors involved in the distribution of counterfeit products. Partnering agencies included U.S. Customs and Border Protection (CBP), Federal Bureau of Investigations (FBI), U.S. Postal Inspection Service (USPIS), Food and Drug Administration (FDA), the Mexican Government, and a cadre of state and local law enforcement agencies.

Holiday Hoax resulted in enforcement actions across 41 cities and in six international mail and express courier hub facilities throughout the U.S. Authorities seized 708,250 counterfeit items worth more than \$26 million, including toys, DVDs, CDs, handbags, electronics, and pharmaceuticals, in 37 cities. Fifteen individuals were also arrested in New York and Texas.

The Government of Mexico conducted parallel operations targeting counterfeit products and NAFTA violations at its ports, local distribution sites, and local transportation routes. Enforcement actions in Mexico resulted in 8,111 inspections, 100 executed search warrants, and the seizure of approximately 274 tons of counterfeit merchandise.

For more information about the IPR Center's Operation Holiday Hoax, please contact the Outreach & Training Unit by phone at 1-866-IPR-2060, by email at IPRCenter@dhs.gov, or by U.S. mail at National IPR Coordination Center, 2451 Crystal Drive Stop 5105, Arlington, VA 20598-5105 attn: Outreach & Training Unit Chief.

Quick Facts:

Purpose:

Targets counterfeit goods in transit, at transportation hubs, and at local retail sales points in the U.S. and Mexico

Start: December 8, 2009

End: December 13, 2009

Agency Involvement:

ICE-HSI, CBP, FBI, USPIS, FDA, Mexican Government, State & Local law enforcement agencies

Statistics:

- 15 arrests in US
- 708,250 counterfeit goods seized domestically, worth more than \$26 M

Updated: August 2011