ACTIVITY 1: “The Debate Over Globalization”

What does the word “globalization” mean to you? In this activity, you will assess the pros and cons of globalization.

Learn About It – Globalization, in its simplest form, means a more connected world. Driven by international trade and aided by information technology, globalization is the movement and integration of goods and people among different countries. There are advantages and disadvantages to globalization, all of which have economic, social, political, and cultural impacts.

Use the Internet to find out more! – Visit the following Internet resources to conduct your own research and to learn more about the issues in the debate over globalization. You can also find resources at your local library.

Internet Resources:
- yaleglobal.yale.edu/globalization
- globalization101.org
- worldbank.org/globalization
- globalpolicy.org/globaliz/index.htm
- imf.org/external/np/exr/key/global.htm
- plato.stanford.edu/entries/globalization

Think About It – Based on your research, select the arguments that you believe are most valid.

Write About It – Write a paragraph supporting the views you selected. You can choose one aspect of globalization, such as economic costs and benefits, or you can look at the issue as a whole.

ACTIVITY 2: Intellectual Property - Innovation and Invention

What is intellectual property (IP)? And what does it mean to you on a daily basis? This activity will get your creative juices flowing and help you understand the importance of IP for you.

Learn About It – Intellectual property is a legal concept that protects creations of the mind such as inventions, literary works, original songs, or corporate logos. Historically, intellectual property was a less important part of the economy. In today’s global economy, however, there is growing importance on intellectual property.

Intellectual property is divided into three categories:

- Copyrights (©) protect original creations (e.g. books, video games, movies, characters, music), giving only the author “the right to copy.” Examples include Mickey Mouse, Gone with the Wind - the book and the movie, and Pac-Man
• **Patents** protect inventions for a period of time. Examples include new pharmaceuticals and airplane designs.

• **Trademarks (TM)** protect the distinctive signs or logos used to distinguish different products or services. Examples include Apple Computers apple, McDonald’s ‘golden arches’, and the Nike ‘swoosh.’

**Investigate It** – To better understand how different types of Intellectual Property play a role in your daily life, try the following activities:

• Complete an invention search at school, at home, or at the grocery store. Do this by listing as many inventions as you can within a given area. If you're not sure, look for patent numbers on products.

• Keep track of the trademark names and/or company logos that you see between the time you leave your house in the morning and the time you go to bed.

• Conduct a copyright search by looking for the © (copyright symbol) on items in your classroom or bedroom.

**Create It** – Draw or make a model of your own invention. Be sure to give it an appropriate name.

**ACTIVITY 3: Counterfeiting and Piracy = Theft**

**Learn About It** – The global economy is dependent upon the creation and distribution of intellectual property (IP) for growth. Increasingly, however, the economy is plagued by IP theft - often referred to as counterfeiting and piracy. As global trade booms and technology advances, fake products such as clothing and accessories, cosmetics, pharmaceuticals, auto parts, software, music, films, and everything in between are making their way to markets around the world.

Illegal downloading, file sharing, and CD-burning are also considered IP theft. And, while most people would never even consider stealing something from a store, when it comes to stealing digital recordings of copyrighted music, they seem to think the same rules don’t apply—even though criminal penalties can be as high as five years in prison or $250,000 in fines.

Many consider illegal trade, in the form of counterfeiting and piracy, “the crime of the 21st century.” People around the world knowingly buy counterfeit and pirated goods, despite the fact that they are often produced by organized criminals and may help fund additional criminal activities like human smuggling, drug trade, or terrorism. In addition, fake products are often manufactured in “sweatshops” (harsh work conditions with little pay) and can include the use of child labor. Some of these products have also been known to explode or poison users.

**Map it** – Think like a geographer! Use your geographic skills to map the nature and extent of the illegal trade problem. To start, read the condensed versions of true news stories about counterfeiting and piracy (see “News Stories” handout attached). Then, make note of the countries around the world that are impacted by illegal trade using the National Geographic Xpeditions world map at http://www.nationalgeographic.com/xpeditions/atlas.

**Reflect On It** – Ask yourself the following questions:

• Is there a pattern? Do you think any more significant patterns might arise if you mapped an additional series of new stories? What types of patterns might you expect?

• Does the trade in counterfeit goods impact specific countries or regions? How so?

• What do you think about the role and meaning of intellectual property in a world where information is instantly and equally accessible across the globe?

• How does piracy and/or counterfeiting impact you directly?

• Would you purchase counterfeit and/or pirated products? Why or why not?
Would you download pirated movies or music? Why or why not?

If people stopped buying fake products, would people stop selling them because there would be no profit?

What do you think should be done to stop counterfeiting and piracy?

Write About It – Develop a campaign against counterfeiting and piracy. Here are some ideas you might want to try:

- Create a list of the top ten reasons people should not buy counterfeit or pirated products.
- Develop a slogan that captures your anti-piracy and counterfeiting message in one easy-to-remember phrase.
- Write an article on the economic or consumer health and safety threats of counterfeiting and piracy.
- Translate what you've learned about counterfeiting and piracy into a fact sheet alerting other kids to the problem. Add graphics for impact.
Some of world's largest record labels -- including Universal Music, Sony, BMG, EMI and Warner Music Group -- have filed a joint copyright-infringement suit seeking $150,000 in damages from LimeWire for each song "willfully infringed" by the popular file-sharing program. The suit, filed in New York federal court, asserts LimeWire permits users to download music illegally. The filing is the latest in a series of lawsuits the music industry has filed to combat Internet piracy — an effort boosted by last year's Supreme Court ruling that content companies can take legal action against those who encourage copyright infringement. (Reuters)

It's become known as "the Watson's Flea Market Raid." It began at the peak of the sales day, when local police and corporate officials wove through the crowd of bargain hunters like buyers with badges. They inspected the merchandise, comparing serial numbers on the products with computerized lists from the manufacturers, and confiscated carton after carton of fake Red Monkey jeans and knockoff Timberland boots. Allegations of selling stuff that purported to be something it wasn't landed 20 people in handcuffs that day, on charges of breaking state and federal licensing and trademark laws. Many economists trace global counterfeiting from the open-air markets of Shanghai to places like Watson's Flea Market on the fringe of the Tar Heel capital in Raleigh, North Carolina. Some 15,000 people pack in to browse what state officials say is $1 million in counterfeit designer jeans and Kate Spade handbags. The Watson's raid was the biggest in a series of flea-market busts organized by North Carolina's Secretary of State. Infractions of trademark and intellectual property law caught the state's attention a few years ago when licensed NASCAR vendors complained that fake Jimmie Johnson and Matt Kenseth hats and gear were being sold at races. Since then, officials have cited concern about public health and public safety, as counterfeiters expanded into appliances and other electrical products and even baby formula and pharmaceuticals. (Christian Science Monitor)

During the past 12 months U.S. Customs and Border Protection officers and import specialists working in the New York and New Jersey seaports seized a record amount of counterfeit and pirated goods. During fiscal year 2007, goods valued at over $60 million were seized for various intellectual property rights violations, a new port record. During the first three weeks of 2008, New York/Newark Seaport officers and import specialists scored multiple seizures of counterfeit goods. Among the catch were trademarked Yoki Sport jackets, trademarked Nike Air Jordan sneakers, and Coach, Gucci, and Louis Vuitton tote, travel, and handbags valued at $4.4 million. The majority of Intellectual Property Rights violations for imported goods arrive in shipments from China, Hong Kong, Korea, Singapore and Taiwan. (U.S. Customs and Border Protection Agency)

A Milwaukee, Wisconsin, suburban housewife is questioned by an undercover news producer after throwing a replica purse party. “Do you know where they get them? Are they only from New York?” the news producer asked. “I get them from Virginia and my lady gets from Pennsylvania.” Whether they know it or not, the purse party dealers are the bottom rung on a sophisticated ladder leading to organized crime, even terrorism—starting with their willingness to rip off a designer who’s invested a career in building a trademark. (WISN.com – ABC 12)

Customs seized almost 85 million counterfeit or pirated articles at the European Union’s external border in 2002, and 50 million in the first half of 2003. In 2001, before the post-9/11 worldwide economic slowdown, EU customs officials seized well over 95 million counterfeit and pirated goods. The total number of counterfeit products entering the European market reportedly increased 900 percent over the past decade. According to available midyear figures for 2003, the Department of Homeland Security reported 3,117 seizures of counterfeit branded goods with an estimated street value of about $38 million. Furthermore, the value of the merchandise seized that year was up 42 percent from calendar year 2002. The top five offending countries of origin were the People's Republic of China ($26.7 million), Hong Kong ($1.9 million), Mexico ($1.6 million), Korea ($1.4 million) and Malaysia ($1 million). (European Commission)

An “epidemic” of counterfeit therapeutic drugs is sweeping Southeast Asia, costing hundreds of thousands of lives as victims take them under the mistaken belief that they are receiving vital treatment for their illnesses. A British doctor working in the Laotian capital, Vientiane, found that most of the anti-malarial medicines tested in a sample were sophisticated fakes, often displaying holograms on the packaging, originally aimed at making counterfeiting difficult. In December, according to the Chinese news agency Xinhua, three senior Chinese officials were arrested on charges of taking bribes to approve drugs. The distribution networks flowed to Thai distributors with financing and money-laundering arranged in Hong Kong. (The Guardian - UK News)
7. Approximately 17 men were arrested in New York City’s Chinatown in a “sting” to catch sellers of replica handbags by famous designers. Smugglers paid one million dollars to undercover operatives posing as corrupt customs agents. Forty foot shipping containers were loaded with fake Louis Vuittons, Cartiers, and Gucci handbags made in factories in China. These purses were then sent to stores in Chinatown through ports in New Jersey, where custom officials received $50,000.00 each time a shipment was cleared. (The New York Times)

8. ABRO Industries learned early on that it was facing an audacious challenger. In 2003, the Vice President of the South Bend, Indiana-based industrial adhesive manufacturer walked into the Canton Trade Fair in Guangzhou, China, and found that his company’s product line — and his company’s identity itself — had been knocked off by a Chinese firm called Hunan Magic Power. When the Vice President attempted to have the imposter kicked out, the Hunan Magic Power Chairman produced documentation that he claimed showed his company had the right to use the trademark ABRO. He had even copied ABRO’s labeling, including one sample card with a photo of a woman applying epoxy to a bicycle. The woman, it turned out, was the Vice President’s wife. After he pulled out another photo of his wife from his wallet, the trade fair officials booted Hunan Magic Power. (Time)

9. Giuseppe Festa, a Neapolitan store owner turned counterfeiter, was a global businessman. From Georgian and Egyptian intermediaries, he purchased watches and watch parts that came from Hong Kong. Investigators say he was the mastermind behind one of Europe’s biggest fake luxury-goods rings and that he paid for goods through New York and Swiss bank accounts. According to an indictment request filed by prosecutors in a Naples court, Mr. Festa acted mostly as a wholesaler. He procured counterfeit watches, unbranded watches and watch parts from importers in Europe who sourced their products in Hong Kong. Mr. Festa then sold to shops and street vendors across Italy, according to the indictment request. (The Wall Street Journal)

10. A few days before she died just after Christmas, Marcia started losing her hair and had blurred vision—telling friends on Quadra Island, British Columbia that she feared she was coming down with the flu. It was only later that those investigating her death discovered the truth: She had slowly been poisoned. But this is no murder mystery. The Coroners Service announced that it believes that she was poisoned by tainted pills which she ordered online from a bogus Canadian pharmacy. (The Vancouver Sun)
We hope that you found the educational materials for National Geographic’s Illicit: The Dark Trade to be valuable. To better understand your needs for future materials, we would like to hear your opinions. Your responses are of great help to us. Thanks!

Which best describes you?

- Educator in a classroom
- Educator in an informal setting
- Parent
- Other ____________________

How would you rate these educational materials for National Geographic’s Illicit: The Dark Trade?

- Excellent
- Good
- Fair
- Poor
- Did not use

How much time would you estimate you spent using the materials with your students?

- 1 to 2 hours
- 2 to 3 hours
- 4 to 5 hours
- > 4 hours
- Did not use

How interested are you in educational activities tied to TV shows and movies?

- Very
- Somewhat
- Not Very
- Not at all

Have these materials increased your awareness of counterfeiting and its reach?

- Yes
- No

Does the National Geographic brand affect your likelihood to use the materials?

- I am more likely to use materials from National Geographic
- The National Geographic brand has no impact on my likelihood to use
- I am less likely to use materials from National Geographic

How likely are you to visit the US Chamber of Commerce website (www.thetruecosts.org) for more information about protecting yourself from counterfeit goods?

- Very
- Somewhat
- Not Very
- Not at all

What could National Geographic do to improve these types of materials in the future?

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Yes! I’d like to know about future National Geographic programs.

Email address: _______________________

Zip Code: ___________________________

Thank You