



**CERTIFICAT DE COMPÉTENCES EN LANGUES
DE L'ENSEIGNEMENT SUPÉRIEUR
CLEES**

CORRIGÉ

I – Activités de compréhension de l'oral

Document 1 (2'54'')

I No 1

Circle 'True' or 'False'.

The journalist says clients are preoccupied by fakes.

~~True~~

False

1 item = 1 pt

I No 2

Tick the corresponding boxes.

The video says the following goods can be counterfeited.

	Yes	No
Designer clothes	x	
DVDs	x	
Music CDs		x
Diplomas		x

4 items = 4 pts

I No 3

Tick the corresponding boxes.

Lorne Lipkus puts the blame for the counterfeiting business on...

	Yes	No
... shop keepers.		x
... manufacturers.	x	
... consumers.		x
... distributors.	x	

4 items = 4 pts

I No 4

Fill in the blanks.

He has seen it all and says the people behind the counterfeits are cutting corners and ignoring labor laws to make products at such a cheap price.

2 items = 2 pts

On accepte 'labour law(s)' et on n'accepte pas 'prize'.

I No 5

Tick the corresponding boxes.

Apart from mentioning practical risks, Lorne Lipkus says counterfeiting...

	Yes	No
... is connected to organized crime.	x	
... is bad for the image of brands.		x
... is connected to terrorism.	x	
... makes people lose their jobs.	x	

4 items = 4 pts

Document 2 (2'13'')

II No 1

Fill in the blanks (you can write the figures in numbers or letters).

In the last two years, **one hundred twenty-five thousand** tonnes of counterfeit goods, **worth** about \$ **ten million**, were seized at Brooklyn Ports.

3 items= 3pts

II No 2

Circle 'True' or 'False'.

There is no law making it necessary to destroy fake designer clothes when they are seized.

~~True~~ False

1 item = 1 pt

II No 3

Giving fake goods away is possible under certain conditions.

Tick the conditions mentioned in the video.

	Yes	No
Brands must allow the authorities to give those goods away.	x	
Goods must be dispatched for humanitarian causes.	x	
All signs of the brands must be removed from the clothes.	x	
Humanitarian agencies cannot sell these clothes and make a profit.		x

4 items = 4 pts

II No 4

Fill in the blanks.

'The DA's office thinks the donation to Haiti may just be the start of a new policy'.

2 items = 2 pts

Total compréhension orale/25 points – 15 points (60 %) pour obtenir la compétence

Script video 1

<http://www.youtube.com/watch?v=ZlsoHqh5Bqw>

In a crowd of fans sporting their favorite team colors, not everyone is wearing the real deal. Some know they're wearing a fake and don't care.

Boy : "I think Reebok should feel bad for charging 180 for a legit' one."

In a store : "This is the counterfeit and this is the authentic..."

Between 2005 and 2008, the RCMP seized 63.6 million dollars of fake goods, mostly designer apparel and DVDs.

Girls : "Oh I would for sure buy knockoffs. I don't want to pay hundreds of dollars for a pair of sunglasses, so..."

"They're making so much profits off of it that I don't see why I should pay that much money for it."

But things like counterfeit baby formula, medication and electrical goods could harm you and your family.

"This one is not certified by us..."

Take this drill. It has a fake seal of approval from the Canadian Standards Association or CSA. That makes it a counterfeit, and you have no idea how safe it really is.

Terry Hunter, CSA group : "The counterfeiters don't care. They cut corners, they don't care if there's the proper amount of copper wiring within a power cord. They don't care if it's grounded properly. You know, if the product is not certified it could be a shock hazard."

This animated ocean lamp says it has CSA listed in the wire. It is not a tested product and this actually caught fire in a home in New Brunswick. The father had to take it from a child's room and suffered burns to his hands.

Terry Hunter, CSA group : "It was purchased through a discount, err retailer."

And the problem is not only about products coming in from other countries.

Terry Hunter, CSA group : "In this situation, this counterfeit product is from Canada."

A sub-standard goalie mask. A stick can go right through the front cage. And several kids have suffered concussions because it doesn't offer proper protection. So how did it get on the store shelves?

Lorne Lipkus : "That person at the corner store might even think that the problem is real and they might be a very nice person. But at the manufacturing end and at the distribution end these are some pretty nasty people."

He has seen it all and says the people behind the counterfeits are cutting corners and ignoring labor laws to make products at such a cheap price.

Lorne Lipkus : "We've seen six-year old kids mixing vats of chemicals. In one of the raids that was conducted, there was somebody in the middle of a factory with a chain tied to his ankle. He was not allowed to leave."

That is very poor quality..."

And he says that the money from counterfeits is going to unsavory organizations.

Lorne Lipkus : "It's feeding organized crime. It clearly involves terrorist financing and these aren't just things that we're saying, these are things that have been proven in various raids that have taken place."

Not to mention the economic impact here. Fakes like these can put pressure on legit' business.

Lorne Lipkus : "The next time your neighbor loses their job think about what would have happened if there was no illegal economy out there."

Script video 2

<http://www.5min.com/Video/Seized-Counterfeit-Goods-Sent-to-Haiti-in-Relief-Effort-516997831>

In the last two years, one hundred twenty-five thousand tonnes of counterfeit goods, worth about ten million dollars, were seized at Brooklyn Ports. The law requires the destruction of these fake designer clothes. But this time, the Brooklyn District Attorney's Office sought to spare the products so they could be shipped off to a good cause.

Charles Hynes, Kings County District Attorney : “It was a win-win situation. It was, you know, a great opportunity to do something about the young people in particular in Haiti who needed clothing so desperately”.

There was one obstacle to overcome. The DA’s office needed permission from the affected companies to donate, rather than destroy, the knocked-off goods.

Michael Vecchione of the DA’s Rackets’ Department put out the request to Diesel, Timberland, Nike and others.

Michael Vecchione, Racket’s Bureau Chief : “We approached all the companies that we had items for, and many of them said yes.”

Among the companies that agreed was Nike, which said in a statement that *“it’s our practice and preference to destroy counterfeit products. In rare cases, we work with the authorities to donate the product to charitable organizations that can serve locations in need”*. Italiques = texte à l’écran ms va être flouté

Nike and the other companies did have one request : stripping the fake logos from sneakers, shirts, jeans, and other counterfeit goods. That was done by World Vision, the Christian relief group that agreed to distribute the clothes in Haiti.

Charles Hynes, Kings County District Attorney : “They agreed to do all of the logo removal and the transportation of the goods to Haiti. And they have actually a site in Port au Prince you know, and we’re working with the Government.”

Representatives of Brooklyn’s large Haitian community were present when the donation was announced. City Council Member Mathieu Eugene says Haitians need all the help they can get : “They do. They need clothes, they need almost everything.” The DA’s Office thinks the donation to Haiti may just be the start of a new policy.

Michael Vecchione : “If we can establish, err a precedent here that is ... that one ... that shows how something... we can turn something bad into good, then I think it would behove the companies to allow us to do that.”

In the meantime, there are truckloads of other counterfeit goods that could be shipped by Brooklyn to Haiti.

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II – Activités de compréhension de l'écrit

No. 1

a) Circle 'True' or 'False'.

The texts say ALL the following goods can be counterfeited. True False

Luxury products, hardware, electronic components for the army, films, songs, computer programs.

1 item = 1 pt

b) Complete the sentence with a figure.

On accepte l'une ou l'autre réponse :

Fakes represent 5-7 % of products sold worldwide.

Fakes represent 7 % of products sold worldwide.

1 item = 1 pt

No. 2

Find a quote expressing the same idea. For each quote, indicate text and line numbers.

Counterfeiting exists because ...

	Text No.	Line(s)
... production has moved to places where copyright laws are less strict.		
... the shift of much of the world's manufacturing to countries with poor protection of intellectual property.	1	18-19
... of online trade.		
... (the Internet in general and) e-commerce sites like eBay in particular	1	20-21
... customers cannot afford to buy genuine articles.		
... consumers short of money (do not buy the real thing).	1	25-26
... customers are really attracted to fakes.		
... They want the knockoffs.	4	48-49

8 items = 4 pts

No. 3

a) Give the text and line numbers of the passage that expresses the same idea:

'Fakes are produced illegally and so are not checked for standards and quality to make sure they do not cause hazards to people'.

Text No. 3 Lines 3-4

1 item = 1 pt

b) The economic impact of counterfeiting for states is mentioned in

Text No. 1 Lines 36-37, or 37, or 37-38, or 38

1 item = 1 pt

c) The economic impact of counterfeiting for firms is mentioned in

Text N°1 Line 29
 Text N°1 Line 37
 Text N°2 Lines 4 - 6
 1 item = 1 pt

No. 4

a) Tick if the information provided is present in one of the texts and specify which text (choose only one text if the information provided is present in several texts).

	Text 1	Text 2	Text 3	Text 4
Stores where counterfeit goods are sold can be closed down by the authorities.				✓
Customers who buy knock-offs may pay a penalty and go to jail.	✓			
Fake goods are confiscated.	✓		✓	

3 items = 3 pts

On n'attend qu'un seul tick par ligne.

b) Quote a sentence that proves this:

'Firms have taken legal action against counterfeiting'.

'There have never been so many lawsuits brought by companies'. Text No. 1 Lines: 32-33

'Lawsuits in some countries...'. Text No. 3 Lines: 39-40

'Burberry... first sued the market's operator'. Text No. 4 Lines: 25-26

1 item = 1 pt

c) Quote a sentence that means:

'Fighting counterfeiting takes time'.

'Lawsuits in some countries can take several years'. Text No. 3 Lines: 39-40

'Change is slow and painful'. Text No. 4 Line: 23

1 item = 1 pt

No. 5

Tick 'True' or 'False'.

Giving away fake goods to charities is acceptable under the following conditions...

	True	False
Brands have allowed this deal.	✓	
It is impossible to trade the products again.	✓	
The products have been tested for security so that firms can accept the deal.	✓	
Only a fixed quota of fakes is given away for each trademark.		✓
Trademarks that have been counterfeited can advertise their participation in charity campaigns.		✓
The products can no longer be associated with a brand through pictures or symbols.	✓	

6 items = 6 pts

Total compréhension écrite/20 points – 12 points (60 %) pour obtenir la compétence

III – Activité de production écrite

✍ You have been commissioned by the New York Chamber of Commerce to write a report on counterfeiting. Your report will be used to inform officials involved in the fight against counterfeiting. Use the main information from the video and texts to write a report presenting the problem and possible solutions. (250-300 words)

1. Definition of counterfeiting

What:

- Not only luxury goods (designer apparel, clothes...) DVDs but also military electronic systems, pharmaceuticals, computer parts...
- Trademarks: Microsoft, Nike, Gucci, Prada...

Figures:

Major increase in quantity of fake products produced and seized.
5-7% of world trade.

Origins

- from other countries but also from countries that seize counterfeit goods
- who's to blame: not the retailers? Manufacturing and distribution end = the baddies

2. Causes

- Manufacturing in countries with poor protection of intellectual property
- Distribution by E-commerce sites
- General context of recession: customers are short of money
- Attitude of customers who want the knockoffs or do not care.

3. Risks

Physical risks:

- fakes are not tested for safety because manufactured clandestinely
- can harm users

Labor laws:

- Manufacturers ignore labour laws to make products at knockoff prices

Crime:

- counterfeit feeds organized crime

Risks for the economy:

- loss of revenues for businesses → not invested in R&D
- loss of tax revenues for governments

Note: no risk for the image of the brand as the owner of the fake knows it is just that. 'The perception of the product's value is not affected'.

4. Solutions

Legal action

- destroying seized fakes
- threatening consumers with fines and imprisonment

Donating to charities

- if brands agree
- if goods are tested for safety
- conditions: stripping fake logos, not re-introducing goods into commercial channels

Note: risk of damaging the brand's image of quality

Fighting:

- businesses fight back: seizures, law suits
- governments crack down on counterfeiting
- shutting down retailers, punishing vendors

Note: it costs a lot to store seized goods and law suits are very slow.