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The Honorable Donald J. Trump

President of the United States

Office of Donald J. Trump

The White House

1600 Pennsylvania Avenue NW

Washington, DC 20500

Dear President Trump,

As the founders of [Real Authentication](#), the leading luxury goods authentication service based in the U.S., we are writing to respectfully urge your leadership to address the escalating crisis of counterfeit luxury imports entering the United States and circulating throughout our markets. This issue continues to harm not only the secondhand marketplace, but heritage brands, trademark owners, small businesses, American consumers, and the broader U.S. economy as a whole.

The sale of counterfeit items is heavily linked to crimes, helping fund terrorism acts and encouraging the following activities to help meet demands: drug and human trafficking, child labor, economic and environmental damages, and health related harm to workers and end consumers alike. Not only are counterfeit items linked to crimes, but they also ruin the reputation of luxury fashion brands who preserve the integrity of slow fashion and sustainable craftsmanship. The production of counterfeit goods operates in complete disregard to any environmental regulations, often subjecting their workers, surrounding communities, and the end product consumer, to heightened environmental and health risks.

As highlighted by the [U.S. Department of Homeland Security](#), counterfeit goods are not victimless. Counterfeit and pirated goods threaten consumer safety, damage brand integrity, support organized crime, and impose serious costs on American businesses and jobs. The global market for counterfeit products is now estimated to be worth between \$1.7 trillion and \$4.5 trillion annually ([Forbes](#)), with the U.S. remaining a top destination for these illicit goods.

A recent seizure by Homeland Security Investigations and the NYPD resulted in the confiscation of over \$1 billion in counterfeit luxury items—marking the largest counterfeit bust in U.S. history ([Justice.gov](#)). This operation, while extremely commendable, underscores the magnitude of the problem. Much of this merchandise enters the country through international small parcel shipments—an enforcement blind spot in urgent need of reform.

In contrast to the counterfeit problem here in the U.S., we want to highlight Japan's highly effective approach to counterfeit prevention. Japan has partnered directly with major eCommerce platforms like Amazon Japan and [Rakuten](#) to identify and block suspect shipments. Japan's customs inspection processes are rigorous and proactive, and there is a strong cooperation between government agencies and private-sector stakeholders. These practices have made counterfeit infiltration significantly more difficult and serve as an effective model for enforcement strategies.

Another country known for taking a serious approach to counterfeits is France. France, home to many of the world's top luxury brands, focuses on event-driven measures, such as the [Paris 2024 Olympics](#), and uses a formal [Customs Watch system](#) for direct brand intervention at customs, while the U.S. takes a continuous approach with large-scale operations and blockchain technology for supply chain transparency. Instead of relying on voluntary brand partnerships and information sharing, France emphasizes structured, rights holder-driven interventions.

Your administration's previous efforts are commendable, particularly **Executive Order 13904**, which targets counterfeit goods in e-commerce marketplaces. Since enacted, we have indeed noticed a significant impact in the secondhand marketplace taking initial precautions to mitigate the sale of counterfeit goods, however we believe even further action is necessary to truly impact the market in regards to counterfeit prevention. We request to revisit and improve authentication support and techniques at customs import hubs and expand enforcement efforts. Specifically, [closer collaborations with expert authentication professionals](#) and luxury brands could provide meaningful protection for American consumers and businesses alike.

As a luxury goods authentication service, we recognize that the U.S. has laid strong groundwork but still has opportunities to strengthen its front lines. We aim to help reposition U.S. regulation to become the new gold standard in designer goods authenticity, elevating buyer confidence worldwide.

By incorporating techniques like tight integration with eCommerce platforms and low-volume parcel tracking, targeted event-based enforcement, and a brand-driven collaboration model, the U.S. can expand the sophistication of its authentication infrastructure at customs hubs. Investing in stronger authentication support and techniques, real-time data sharing between brands and customs agents, and stricter import laws—especially for small consumer shipments—are all ways that could help prevent counterfeit luxury goods from entering the market and protect the integrity of premium brands.

Founded in 2016, Real Authentication offers unparalleled expertise in authenticating luxury goods, providing individuals, dealers, and global brands with confidence and peace of mind. We specialize in luxury items such as handbags, watches, streetwear, eyewear, clothing, jewelry, shoes, scarves, hats, and home goods. Our services are available worldwide, combining expert human authentication with proprietary technology and an extensive archive of over 2 million authenticated items and 7 million reference images. Real Authentication was founded on

integrity, with a commitment to provide the market with trustworthy, accessible, top tier authentication service to individuals and businesses alike, through transparency and continuous technological innovation. Every day, we help consumers and businesses distinguish authentic from counterfeit—protecting them from financial loss, helping to regain funds from fraudulent purchases and reputational harm. But the systemic issue of counterfeit luxury imports requires more than vigilance from businesses like ours—it requires meaningful federal action.

We respectfully request your support in strengthening authentication support and techniques at customs import hubs to prevent counterfeit goods entering the U.S. Our commitment to preserving the integrity of authentic luxury items is unwavering, and we welcome any opportunity to contribute our expertise and innovative solutions to protect American consumers and uphold the sanctity of legitimate commerce.

Thank you for your time and attention to this very important matter.

Sincerely,

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