

You have to admit counterfeiting benefits consumers, particularly in developing countries, by giving them access to lower-price goods, such as medicines, that they might not otherwise be able to afford. Anyway, some brands are just so overpriced, I think it's great to get almost the same quality for much less than those ridiculously high prices they charge.

I think the costs of counterfeiting far outweigh the benefits. Think of the enormous cost to companies who make clothing, toys, software and pharmaceuticals and the unemployment caused by it. I mean – 17,120 jobs were lost in the European Union in just one year due to competition from cheaper counterfeits. The branded industries need to invest huge amounts in research and development, marketing and advertising, which counterfeiters don't, of course. That's why branded goods are more expensive.