

Title:

Protect Yourself: How To Spot Fake Merchandise Online

Word Count:

500

Summary:

The sale of counterfeit items on the Web has been dramatically increasing the past few years.

Keywords:

shopping, fake, safe, buysafe, buysafeshopping, ebay, protect, trust, buy, shop, handbags

Article Body:

If you have your heart set on the latest Fendi bag or Gucci sunglasses -- but these luxury items

Steve Woda, founder of online trust and safety company buySAFE, offers the following tips to protect

+ Don't buy based on price alone. We all know that **if the price is too good to be true, it**

+ Pictures are not always worth a thousand words. **If a seller only has a few pictures, and**

+ Read the fine print. Some retailers or auction sellers will lure you in with words that you're

+ Return or get burned. **Make sure the seller offers a return policy**, or ensure that the

+ The extras. Designers love to provide value-added extras, such as boxes, identity cards, and

At the end of the day, it's caveat emptor. If you have that queasy feeling in your stomach before

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