



## OUR VISION

Markets are a valuable part of our local communities and make a vital contribution to the consumer shopping experience.

Local authority trading standards services, market operators, industry groups, copyright and trade mark owners are working in partnership to ensure markets are free of counterfeit and other illegal goods, so that consumers can shop, and legitimate dealers can trade, in safety and with confidence.

The *Real Deal* logo may be displayed at venues where the market operator abides by the terms of this charter and in agreement with their local trading standards service.

Local arrangements will underpin the practical, operational aspects of this charter. Market operators and trading standards are urged to consider the introduction of a code of practice that reflects local circumstances and demonstrates support and understanding. The code of practice will be agreed by the market operators and trading standards at a local level and will be monitored and reviewed as appropriate.

### *The Market Operator's Commitment*

- To work in partnership with the local authority trading standards service to prevent the sale of counterfeit and other illegal goods at the market.
- Be aware of who is trading at the market.
- Ensure a commitment to fair trading and make the public aware of this commitment.

### *The Local Authority Trading Standards Service's Commitment*

- To work in partnership with market operators to ensure their market is free from counterfeit and other illegal goods.
- Provide information and support in relation to the sale of illegal goods.
- Work with industry and trade mark representatives to identify illegal goods.
- Monitor the market and share intelligence with police, trading standards or other law enforcement agencies as well as industry and rights' owners.

### *Industry and Trade Mark Representatives' Commitment*

- Provide regular and up to date information to trading standards and market operators on how to identify illegal products.
- Provide training and support on request.
- Monitor the market and alert all parties to any infringing products found.

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Signed on behalf of Trading Standards

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signed on behalf of Market Operator

\_\_\_\_\_  
Date

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