

# UP AND COMERS

## Fake revelations

Paul Paradise lives in a modest railroad flat in midtown Hoboken. Tucked into his orderly clutter are stacks of his new book, *Trademark Counterfeiting, Product Piracy and the Billion Threat to the U.S. Economy*. Published last month by Quorum Books, the title is a lot dryer than the book. Tails of knockoff designer jeans, computer software spirited through customs, private eyes hired to find fake Gucci watches and barely-legal manufacturing of AIDS medicines in Africa populate the book.

Using information culled from years working at an anti-counterfeiting law firm, Paradise has made his book debut with a major publisher. He had authored several books on the care and feeding of pet animals while spending his formative years as a staff writer at TFH publications in Neptune, N.J.

Paradise moved to Hoboken about 20 years ago, taking a job at a legal publisher, Matthew Bender in Manhattan.

"I stayed at Matthew Bender

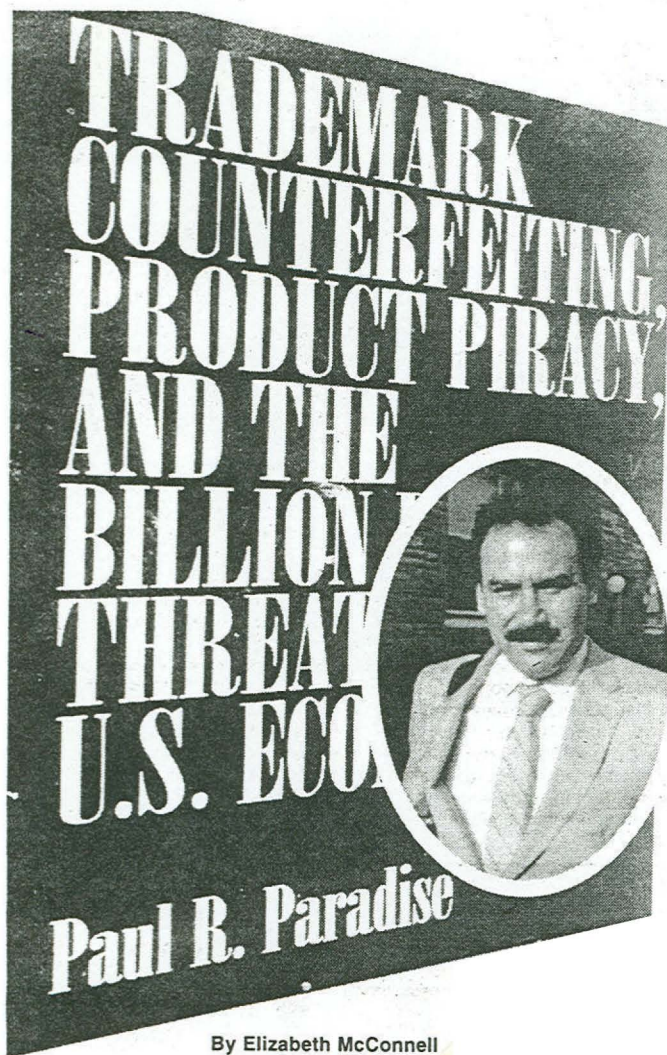
for several years, and then tried paralegal work, but I wasn't happy," said Paradise. "In this era of downsizing I developed a lifestyle where I freelanced and worked on the book part-time. I just got into a style where I started getting a lot of work indexing. I don't really like indexing that much, but there was a great demand for it and I was kind of good at it."

Paradise's knack for organization and precision in research served him well for his new book, a comprehensive collection of counterfeiting history, impact and methods as well as a wealth of anecdotal information.

Paradise will sign his book at the Hoboken Public Library Nov. 13, bringing along visual aids to show how counterfeit items relate to the real thing. Though he says he acquired the fakes through his work at the law firm, all of his research has lead him to draw some conclusions about counterfeiting.

"Why do people buy counterfeit items?" Paradise said, pulling out a handful of imposter Gucci and Rolex watches. "Because many times, it's a good deal."

Paul Paradise and other Hoboken Authors and Illustrators will participate in a book signing at the Hoboken Public Library, 500 Park Avenue, Nov. 13 from Noon to 2 p.m. □



By Elizabeth McConnell  
Current staff writer