

In This Issue

Pg. 2

Paul R.
Paradise

WRITING IN PARADISE

“The Counterfeit Detective” by Paul R. Paradise in Bookstores Nov 1

By Sally Deering

Ever wonder about the watch and sneaker knock-off trade? Trademark counterfeiting takes a billion dollar bite out of U.S. commerce and has grown to huge proportions thanks to the Internet and the global marketplace, according to counterfeiting expert Paul R. Paradise. A lecturer and author on the subject, Paradise explores the dark underbelly of the counterfeit knock-off trade in his first novel, “The Counterfeit Detective,” published by Köehler Books and due in bookstores and on Amazon.com Nov. 1st.

“It’s a sweatshop murder that takes place in New York City,” Paradise says while on a lunch break from his work as Hudson County Records Manager. “In the book, Theo Jones is a P.I. that specializes in Intellectual Property. I modeled him after Andy Warhol. What is Andy Warhol’s most famous painting? Thirty-two Campbell Soup cans. But Warhol was

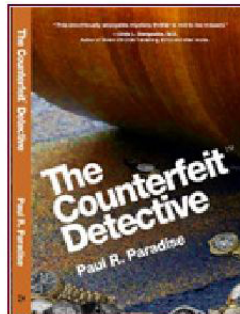


not talking about the cans; he was talking about the trademark.”

Based on what Paradise says the FBI calls, “the business crime of the 21st Century,” in “The Counterfeit Detective,” Private Investigator Jones infiltrates an interstate counterfeit ring and after a series of events, his world unravels like the seams in a pair of knockoff designer jeans. Here’s an excerpt.

“I know the shock of learning you’re going to die. First, there’s disbelief and denial, followed by anger, and then an eventual acceptance of your fate. I was in the acceptance

Hoboken Author’s Crime Novel explores Dark Underbelly of Trademark Counterfeiting



phase that morning as I boarded the Brooklyn-bound subway for a rendezvous with John Hwa, my best informant. I would have looked forward to receiving a tip about the underground market in designer knockoffs—but I was contemplating a premonition my wife, Linda, had last night.

I had arrived at the detective agency filled with dread because her premonition was about death. My death! Coming on the eve of the one-year anniversary of my brother, George’s death was more than

enough to rattle me. After a sleepless night, I thought about cancelling my meeting with Hwa. If I had, I would have saved myself a major headache.”

According to Paradise, “The Counterfeit Detective” is based, in part, on an excerpt of real life Private Investigator David Woods that appeared in PI Magazine and later in Paradise’s book, “Trademark Counterfeiting: Product Piracy, and the Billion Dollar Threat to the U.S. Economy.” His short story about the subject earned Honorable Mention in the 2008 Writers Digest Fiction Competition.

Paradise grew up in Boston, where he attended Brookline High School. He earned a Bachelor of Arts degree in Journalism from Washington State University, and holds a Master’s degree in Library and Information Science from Pratt Institute in New York.

Paradise started his writing career penning books on animals for a publisher in Neptune, New Jersey, while he resided in Asbury Park. In 1979, he moved north to Hoboken and went on to work for a legal publisher and as a paralegal for a patent firm.

“They had a piracy unit,” Paradise says. “Piracy is not a new crime. It dates back to the Middle-Ages. Today, piracy has skyrocketed with the advent of the global marketplace, and the Information Age.”

A published author and lecturer on trademark counterfeiting, Paradise also blogs regularly about the subject— and a whole lot more — on his website www.paulparadise.com. He’s penned articles on counterfeit sneakers, counterfeit Botox, even counterfeit cancer drugs — all of which can be found for sale

Cont’d on page 4

WRITING IN PARADISE

Cont’d from page 2

on the Internet. “One of the fundamental questions for a writer is what do you want to write about?” Paradise says, heading back to his office in the Brennan Court House on Newark Avenue, where he’s surrounded by musty ledgers and documents,

some dating back to the Civil War. “They say, write about what you know. I know a lot about trademark counterfeiting.” To purchase “The Counterfeit Detective” go to www.amazon.com.

For more info:
www.paulparadise.com