



Department of Justice

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FOR IMMEDIATE RELEASE

June 15, 2012

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NEWS RELEASE

Richard S. Hartunian, United States Attorney for the Northern District of New York announces today that , **Gaynor Heisler**, age 48, of Redwood, New York was sentenced today in U.S. District Court in Utica to 3 years of probation, 100 hours of community service and a fine in the amount of \$15 thousand dollars in connection with her conviction for Trafficking in Counterfeit Goods.

Gaynor Heisler operated Trendy's Discount Fashion Wear, a commercial store selling consumer goods in Evans Mills, New York. On July 14, 2010 special agents from the U.S. Department of Homeland Security/ICE/Home Land Security Investigations seized counterfeit goods from the store purporting to be manufactured by Chanel, Coach, Tiffany, Louis Vuitton and other copyrighted and/or trademarked manufacturers. A total of 1,280 counterfeit goods were seized by federal agents assisted by members of the New York State Police. All the seized counterfeit goods were later forfeited by **Gaynor Heisler** to the U.S. Department of Homeland Security.

"Despite what some people think, the sale of product knockoffs is not a victimless crime," said Nick DiNicola, assistant special agent in charge of HSI Albany, N.Y. "Retailers and vendors who deal in counterfeit goods are selling stolen property, and consumers who knowingly buy those products are essentially an accessory to the crime. Product counterfeiting undermines the U.S. economy, robs Americans of jobs, stifles American innovation and promotes other types of crime."

This prosecution resulted from an investigation undertaken by The U.S. Department of Homeland Security/ICE/Homeland Security Investigations (Alexandria Bay, New York Resident Agency). Assistance was also provided by the New York State Police and industry representatives.

Further inquiries can be directed to AUSA Richard R. Southwick at 315-448-0672.