Miss Loretta Brush is a Senior Import Specialist with Homeland Security. Based in Philadelphia, she is on the front line of keeping the constant flow of counterfeit merchandise at bay. After 20 years as an apparel specialist, she has recently transitioned to electronics. According to her, apparel counterfeiting is "big business" and she estimates it at over $1 billion a year.

Brush described the process Homeland Security takes when a questionable package arrives. She admits that the single purchaser will probably not get caught. It is the pattern users or patterns in addresses or addressees that set off alarms at border control. Other factors involved and the exact formula, she says, is proprietary. Once the package is intercepted, the goods are seized, appraised, and the address/addressee is monitored for 30 days. The importer of the goods is then notified. He/she has seven days to "legalize" the apparel. By contacting and striking a deal with the rights holder, the goods may become legitimate. After this time period passes, Immigration Customs Enforcement (ICE) will confer with the rights holder to determine if a breach occurred. Brush illustrated how she must go from picking packages and identifying patterns to being able to understand legalese with copyright lawyers. If there is any doubt of infringement, the package is sent through. She estimates that importers have about five to ten shipments coming in at any given time. Therefore, if one or two of them gets confiscated, it is an "acceptable loss".

Brush had little room for gray area when determining copyright infringement, saying "it's pretty cut and dry". She explained that even the art is protected, rebutting Mr. Bolden's views from an earlier interview. Describing another big target, Disney, as having rights to both words and pictures of their characters. Homeland Security has no tolerance for "confusingly similar" items, "based on an average
person’s perception”. She used the example of the famous Mickey Mouse Ears as being clearly illegal, even if drawn poorly on counterfeit apparel.

She confirms the buyers of the counterfeits (in bulk) are flea market vendors and street vendors. According to Brush the average jersey price is $225 - $300, but on the street you can get one for $50 - $100. Going after these people on the streets, however, takes a tandem effort between cops, private industry investigators, and homeland security investigators. With the diverse backgrounds of the group, they will determine on the spot if the target has counterfeit apparel. They can also set up online buy and raid when the meet occurs. Due to this investment in time and effort to sting perpetrators, sufficient evidence is necessary beforehand.

Brush acknowledges the changing market. Where before huge 40 foot shipping crates would flow into the country filled with illegal goods, now many individual packages may be going to many single buyers. The National Intellectual Property Rights Coordination Center (IPR Center) is active in taking down counterfeiting sites. Also, credit card companies have backed this approach, taking their own stance against illegal websites and going after them as well. Paypal will even reimburse you for a counterfeit order (although this might incentivize the utilization of counterfeits even more, ironically).

She also has experience with screen-printers inside the U.S. and has seen the ramifications come down on these counterfeiters as well. However, she confesses that screen-printing is "lucrative, and the potential for criminal proceedings is on the lower side". Furthermore, she turns a blind eye to questionable merchandise in her daily life, explaining of screen-printing kiosks and other questionable merchandise retailers: "when I’m in the mall, I like to look past those places".