



# Amazon seller creates unauthorized listing of Popflex founder Cassey Ho's video, alters her appearance: A Disturbing 'Black Mirror' Moment

## Description

Cassey Ho, founder of workout-wear company Popflex and fitness brand Blogilates, recently discovered a dupe listing of her athletic skort product on Amazon. When a follower alerted her to the altered video featuring her product, she was shocked to see her face replaced with someone else's. This violation of her intellectual property left her feeling like she was in an episode of "Black Mirror".

The knock-off listing, which has since been removed, offered a cheaper version of Ho's Pirouette Skort but used her own photos and video, altered through artificial intelligence. Ho believes the seller, Begoin, altered the video to evade detection on Amazon, making it harder for AI to detect copyright infringement.

Ho expressed frustration with the process of getting counterfeit items removed from Amazon, as she deals with multiple dupe listings daily. She believes Amazon needs to improve its policies to protect independent designers and make it harder for sellers to list knock-off items.

Despite the challenges, Ho remains dedicated to her brand and customer feedback, constantly striving to create innovative and high-quality products. As she continues to combat counterfeit products, she emphasizes the importance of respecting artists and creators in the fashion industry.

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## Vocabulary List:

1. **Dupe** // (noun): An imitation or copy of something that is meant to deceive.
2. **Altered** // (adjective): Changed or modified.
3. **Athletic** // (adjective): Related to sportsphysical exerciseor athleticism.
4. **Intellectual Property** // (noun): Creative ideas or expressions that are legally owned by someone.
5. **Artificial Intelligence** // (noun): The simulation of human intelligence processes by machinesespecially computer systems.
6. **Copyright Infringement** // (noun): The unauthorized use of works protected by copyright lawin a way that violates the copyright owner rights.

## Vocabulary quizzes

### Multiple Choice ( Select the Correct answer for each question. )

1. What are people who are passionate about a particular subject called?  
Option: Adorned  
Option: Serpentine  
Option: Enthusiasts  
Option: Tranquility
2. What type of racing involves specially designed vehicles speeding through various terrains?  
Option: Podracing  
Option: Doubleheader  
Option: Navigational  
Option: Liftoff
3. What physical characteristic do birds typically have?  
Option: Feathered  
Option: Terrifying  
Option: Depiction  
Option: Paleontologists
4. What term describes something that has been changed or modified?



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- Option: Dupe  
Option: Altered  
Option: Athletic  
Option: Intellectual Property
5. Which technology involves machines simulating human intelligence?  
Option: Artificial Intelligence  
Option: Copyright Infringement  
Option: Enthusiasts  
Option: Podracing
6. What term refers to the range of things that something can do?  
Option: Milestones  
Option: Formidable  
Option: Capabilities  
Option: Noteworthy
7. What term describes a competitor or opponent?  
Option: Twilight  
Option: Rival  
Option: Cooperative  
Option: Successor
8. What word is used to describe something that has been dug up or discovered?  
Option: Unearthed  
Option: Megaraptors  
Option: Feathered  
Option: Terrifying
9. What term refers to the portrayal or representation of something?  
Option: Depiction  
Option: Paleontologists  
Option: Dupe  
Option: Altered
10. Where do boats or ships come to load or unload passengers or cargo?  
Option: Dock  
Option: Embark  
Option: Capabilites  
Option: Milestones



**Gap-Fill ( Fill in the blanks with the correct word from the vocabulary list. )**

11. The Christmas tree was beautifully \_\_\_\_\_ with sparkling lights and ornaments.
12. The army faced a \_\_\_\_\_ challenge as they went up against the well-equipped enemy forces.
13. There will be a \_\_\_\_\_ baseball game this weekend with two matches scheduled back to back.
14. The project was successful due to the \_\_\_\_\_ effort of all team members working together.
15. After the retirement of the CEO the board appointed a new \_\_\_\_\_ to lead the company.
16. The haunted house had a \_\_\_\_\_ atmosphere that made visitors scream in fear.
17. In the sci-fi movie the high-speed \_\_\_\_\_ scene was filled with intense action.
18. Using someone else's work without permission is known as \_\_\_\_\_ .
19. The peaceful garden offered a sense of \_\_\_\_\_ and relaxation to all who visited.
20. As the countdown ended the rocket began its \_\_\_\_\_ into outer space.

**Matching Sentences ( Match each definition to the correct word from the vocabulary list. )**

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| 21. The road through the mountains was long and winding following a path to the summit.    |
| 22. The artist's latest work was particularly attracting attention for its unique style.   |
| 23. Pilots rely on instruments to guide their planes safely to their destinations.         |
| 24. Graduating from university and starting her own business were significant in her life. |



25. were large carnivorous dinosaurs with sharp claws and teeth.
26. The two companies have been fierce in the market constantly vying for the top spot.
27. The city skyline at was painted in hues of orange and pink as the sun set.
28. Companies must protect their from being copied or used without authorization.
29. The con artist managed to several unsuspecting individuals into giving him their money.
30. Passengers will on a journey of discovery and adventure aboard the luxurious cruise ship.

## Answer

**Multiple Choice:** 1. Enthusiasts 2. Podracing 3. Feathered 4. Altered 5. Artificial Intelligence 6. Capabilities 7. Rival 8. Unearthed 9. Depiction 10. Dock

**Gap-Fill:** 11. Adorned 12. Formidable 13. Doubleheader 14. Cooperative 15. Successor 16. Terrifying 17. Podracing 18. Copyright Infringement 19. Tranquility 20. Liftoff

**Matching sentence:** 1. Serpentine 2. Noteworthy 3. Navigational 4. Milestones 5. Megaraptors 6. Rival 7. Twilight 8. Intellectual Property 9. Dupe 10. Embark

## CATEGORY

1. Sci/Tech - LEVEL5

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