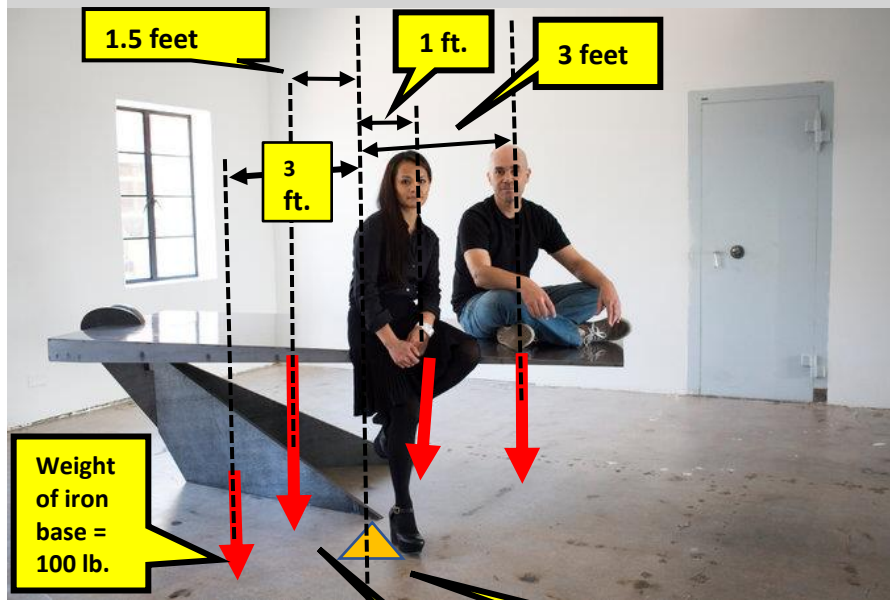


# STATIC & ROTATIONAL EQUILIBRIUM

Unit 15 Dr. John P. Cise,

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## A Small Table Maker Takes On Alibaba's Flood of Fakes



Sim and Greg Hankerson.

**INTRODUCTION:** To be in rotational equilibrium the sum of all the torques must equal zero. These two persons are sitting on the table. She has a weight of 120 lbs. and he has a weight of 150 lbs. This unique table is supported by a rectangular iron base of 100 lb. Consider the iron base and table connected as one unit on the left end of table top.

**QUESTION:** Find weight of the table top  $W = ?$

**ANSWERS:**  $W = \sim 180 \text{ lb.}$

### Fighting Fakes on Alibaba From Arizona

Some small American businesses accuse Alibaba.com, China's largest e-commerce company, of tolerating sales of counterfeits on its platforms. Step inside an industrial furniture workshop in Phoenix to see what's at stake for the originals. PHOENIX — From his desk in a downtown workshop, Greg Hankerson is at war with a Chinese company half a world away. Mr. Hankerson and his wife, Sim, own [Vintage Industrial](#), which designs and makes antique-style tables, cabinets and other furniture. The 25-employee start-up produces everything at its Phoenix factory, much of it by hand. But that hasn't protected Mr. Hankerson from counterfeiters, who peddle cheap copies of his creations on internet marketplaces run by [Alibaba](#), China's largest e-commerce company. He can find hundreds of suspected counterfeits of his furniture on [Alibaba's](#) various sites, including [Taobao](#), a free-for-all shopping platform on which the Chinese hawk items as varied as T-shirts and televisions. One recent day, Mr. Hankerson fired up his web browser to scan for counterfeits. Several Taobao shops sell copies of various Vintage Industrial tables, including one with A-shaped legs and another with a glass top and propeller-like base, as well as cabinets and a metal locker. "It just keeps going and going and going," Mr. Hankerson, 45, said. "It's like trying to pick weeds on a 70-acre farm." Alibaba's founder, Jack Ma, has pledged to enhance the fortunes of small enterprises around the world by using e-commerce to expand their global trade. In January, Mr. Ma, who is one of China's richest people, [pledged to Donald J. Trump](#), then the president-elect, that Alibaba would create one million jobs in the United States by connecting small businesses like Mr. Hankerson's to increasingly wealthy Chinese shoppers.