

*Prepared for Selling Online
Internationally*

April 13, 2017

How to Report Infringement on Amazon, EBay and Etsy

AMAZON¹

Customers trust that they can always buy with confidence on Amazon.com. Products offered for sale on Amazon.com must be authentic. The sale of counterfeit products, including any products that have been illegally replicated, reproduced, or manufactured, is strictly prohibited.

We take product authenticity very seriously. It is each seller's responsibility to source and sell only authentic products. If you sell counterfeit goods, we may immediately suspend or terminate your selling privileges and destroy inventory in our fulfillment centers without reimbursement. In addition, we do not pay sellers until we are confident our customers have received the products they ordered, and if we determine that a seller account has been used to engage in fraud or other illegal activity, remittances and payments may be withheld or forfeited. The sale of counterfeit goods can also lead to legal action by rights holders and civil and criminal penalties.

We are constantly innovating on behalf of our customers and working with manufacturers, content owners, vendors, and sellers to improve the ways we detect and prevent counterfeit products from reaching our marketplace. We work hard on this issue every day because we know that our customers trust that they are buying authentic products when they shop on Amazon.com. This is why we stand behind the products sold on our site with our [A-to-z Guarantee](#). We also encourage anyone who has a product authenticity concern to [notify us](#), and we will investigate it thoroughly and take any appropriate actions.

REPORTING INFRINGEMENT

<https://www.amazon.com/gp/help/reports/infringement>

- For use by intellectual property rights owners and their agents to notify Amazon of alleged intellectual property infringements such as copyright and trademark concerns.
- When a detail page is created, it becomes a permanent catalog page on Amazon.com, such page will remain even if the creator's inventory sells out.
- When you add a copyrighted image to a detail page, you grant Amazon and its affiliates a non-exclusive, worldwide, royalty-free, perpetual, irrevocable right to exercise all rights of publicity over the material
- Other sellers can list their items for sale against pages that you have created or added your copyrighted images to. However, Amazon does require sellers to only list against detail pages that exactly match their items.
- Amazon respects a manufacturer's right to enter into exclusive distribution agreements for its products, however, violations of such agreements do not constitute intellectual property rights infringement.
- Enforcement of said agreements are a matter between the manufacturer and the retailer.

ALLEGATION OF INFRINGEMENT

- Rights owner or an agent
- Primary complaint pertains to:
 - 1) copyright concerns – unauthorized use of copyrighted material such as text, photos, product designs, videos, music, software.
 - 2) trademark concerns – unauthorized use of a word, phrase, symbol, and/or design that identifies and distinguishes the source.
 - 3) other concerns

¹ All information compiled from Amazon.com *How to Report Infringement*, available at <https://www.amazon.com/gp/help/reports/infringement> (last visited April 6, 2017).

- Specific concern of copyright infringement:
 - Image is used without authorization on Amazon website
 - Physical product or its packaging includes unauthorized copyrighted content or image
 - Text is used without authorization
 - Other
- Specific concern of trademark infringement:
 - The item for sale is unlawful reproduction
 - Image or trademark is used without authorization
 - Other
- Include additional information, including the copyrighted image you claim is infringed, if registered, provide registration number
- Also include name of the brand, and trademark registration number (optional)
- Enter the ASIN (Amazon Standard Identification Number) or URL of each product you are reporting, you can report up to 50 products for the same specific concern.
- Include contact information that Amazon can use after form submittal
- Read and accept the following statements:
 - “I have a good faith belief that the content(s) described above violate(s) my rights described above or held by the rights owner, and that the use of such content(s) is contrary to law.”
 - “I declare, under penalty of perjury, that the information contained in this notification is correct and accurate and that I am the owner or agent of the owner of the rights described above.”

Allegation of Infringement

Are you the Rights Owner or an Agent?

☐ Rights Owner ☐ Agent

The primary complaint pertains to

The specific concern is

Name of Brand

Additional Information

4000

The ASIN (Amazon Standard Identification Number) or the URL of each product you are reporting. You can report up to 50 products for the same specific concern in 1 form. If you have different concerns to report, please submit 1 form for each concern.

ASIN/ISBN-10

OR Product URL



Your Contact Details

This is the contact **Amazon** will use.

Are you a seller on Amazon?

☐ Yes ☐ No

First Name

Last Name

Allegation of Infringement:

Use the drop-down boxes STEP 1 (shown in detail on the next page) to select the category that relates to you the most, include as much additional information as you can.

Are you the Rights Owner or an Agent?

☐ Rights Owner ☐ Agent

The primary complaint pertains to

copyright concerns - unauthorized use of copyrighted material such as text ⌵

The specific concern is

physical product or its packaging includes unauthorized copyrighted content ⌵

Name of Brand

Additional Information

4000

The ASIN (Amazon Standard Identification Number) or the URL of each product you are reporting. You can report up to 50 products for the same specific concern in 1 form. If you have different concerns to report, please submit 1 form for each concern.

Show apps

Shown here in STEP 2 with greater detail, are the drop-down boxes you can select with your primary complaint and specific concerns, you can provide the registration number, or a URL to the product on another website.



Crock-Pot SCCPLC200-BL 20-Ounce Lunch Crock Food Warmer, Blue

\$27.78 | In Stock. Ships from and sold by Amazon.com. Gift-wrap available.

Product information

Color:Blue

Product Dimensions	7.8 x 7.8 x 6 inches
Item Weight	1.5 pounds
Shipping Weight	1.6 pounds (View shipping rates and policies)
Manufacturer	Crockpot
ASIN	B006H5V8RG
Domestic Shipping	Item can be shipped within U.S.
International Shipping	This item can be shipped to select countries outside of the U.S. Learn More
Origin	China
Item model number	SCCPLC200-BL
Customer Reviews	1,664 customer reviews 4.6 out of 5 stars
Best Sellers Rank	#47,906 in Home & Kitchen (See Top 100 in Home & Kitchen) #169 in Kitchen & Dining > Small Appliances > Slow Cookers
Date first available at Amazon.com	November 28, 2011

STEP 3 Shown here in greater detail, is the ASIN number (Amazon Standard Identification Number), which is in the product description boxes for all items sold on Amazon. If you do not have a number, include a URL for the product.

Company (Optional)

Address Line 1

Address Line 2 (Optional)

City

State (Optional)

ZIP Code

Country

Phone Number

E-mail Address

Confirm E-mail Address

Secondary Contact Details

The contact details which we will provide to **Third Party Sellers** (if relevant) for queries regarding this notification.

☐ Use the contact details provided above

Name

E-mail Address

STEP 4 is where you can enter your contact information, and secondary contact details if applicable

Secondary Contact Details

The contact details which we will provide to **Third Party Sellers** (if relevant) for queries regarding this notification.

☐ Use the contact details provided above

Name

E-mail Address

Statements

"I have a good faith belief that the content(s) described above violate(s) my rights described above or those held by the rights owner, and that the use of such content(s) is contrary to law."

"I declare, under penalty of perjury, that the information contained in this notification is correct and accurate and that I am the owner or agent of the owner of the rights described above."

☐ I have read and accept the statements above.

Submit

STEP 5 is where you agree to the statements listed, that you have a good faith belief of the contents you've described.

EBAY²

What can you file?

- Copyright and trademark
 - Bootleg records or unauthorized media
 - Copies of unreleased movies, television programs, and music

² All information available at <http://pages.ebay.com/help/tp/vero-rights-owner.html> (last visited April 6, 2017).

- Movie prints intended for theatrical use (35MM and 70MM)
- Software loaded onto a device without an accompanying license agreement, manual, or documentation
- Unauthorized copies of media (music, movies, television programs, and books)
- Unauthorized copies of media (software or video games)
- Unauthorized media on recordable formats (CD-R, DVD-R, and VHS Tape)
- Unauthorized multi-game video games or consoles
- Unauthorized photocopies of printed material
- Counterfeit item or authenticity disclaimer
 - Counterfeit, fake, or replica items
 - Disclaimers about the authenticity or legality of an item
- Descriptions that encourage infringement
 - Description that encourages the unauthorized duplication of media
- Enabling duplication of copy-protected materials
 - Devices used to copy video games
 - Hardware or software that circumvents copy-protection measures
 - Information describing how to defeat copy-protection measures
- Other copyright and trademark concerns
 - Beta software, test software, or evaluation software
 - OEM, bundled, or recovery software
- eBay item infringes your intellectual property rights



File a report

Report Category

Select from a list of report categories

Reason for Report

Select from a list of reporting reasons

Detailed Reason

Select from a list of detailed reporting reason

Continue

STEP 1



File a report

Report Category


Copyright and trademark

Reason for Report

Counterfeit item or authenticity disclaimer

Detailed Reason

Counterfeit, fake, or replica items

 The item in the listing appears to be a counterfeit, fake, or replica.

Before reporting an item, please review the [eBay Listings Policies](#).

Continue

STEP 2

Item Number

Please file a separate report for each listing. This helps you review each report carefully and thoroughly before you submit it.

Brief Description

100 characters left. Do not include HTML or JavaScript.

Submit report

STEP 3

Report Category


Copyright and trademark ▼

Reason for Report

eBay item infringes your intellectual property rights ▼

Detailed Reason

Contact the eBay VeRO Program ▼

 The item in this listing infringes on your own intellectual property rights. Please contact the [VeRO Program](#) directly.

Before reporting an item, please review the [eBay Listings Policies](#).

Item Number

Please file a separate report for each listing. This helps you review each report carefully and thoroughly before you submit it.

Submit report

STEP 4 (IF APPLICABLE)

NOTICE OF CLAIMED INFRINGEMENT (NOCI)

Sign and email/fax to the VeRO program at vero@ebay.com or (801)757-9521

- Intellectual Property Owner
- Name and Title
- Company
- Contact information
- Report each item as allegedly infringing with one of the following codes:
 - Trademark – item infringement
 - Item(s) is a counterfeit product which infringes a trademark (provide trademark registration number)
 - Trademark – listing content infringement
 - Listing contains unlawful use of trademark (provide trademark registration number)
 - Copyright – item infringement
 - Software is offered for sale in violation of an enforceable license agreement (eBay will not process reports seeking to prohibit the sale of genuine unopened software)
 - Item(s) is a counterfeit product which infringes a copyright
 - Copyright – listing infringement
 - Listing(s) contains unlawful copy of copyrighted text
 - Listing(s) contains unlawful copy of copyrighted image
 - Listing(s) contains unlawful copy of copyrighted image and text
 - Other infringement
 - Item(s) infringes a valid and enforceable patent (provide a copy of the relevant court order and the patent registration number)
 - Item(s) infringes a registered design right (available in Europe, Asia, Australia, and New Zealand only – provide design right registration number)
 - Store name or User ID infringes on a trademark (provide trademark registration number)
 - Other (please specify)

Notice of Claimed Infringement

Intellectual Property Owner _____

Name and Title _____

Company _____

Address _____

City, State, and Zip _____

Email Address (for communication with eBay) _____

Email Address (for communication with sellers) _____

Telephone _____

Website _____

Associate each item(s) reported as allegedly infringing with **ONLY** one of the reason codes listed on the following page.

Reason code: _____ Work(s) Infringed: _____

Region(s) of registration of your intellectual property: _____

Item number(s): _____

Reason code: _____ Work(s) Infringed: _____

Region(s) of registration of your intellectual property: _____

Item number(s): _____

STEP 1

Reason Codes

Trademark – *item* infringement

- 1.1 Item(s) is a counterfeit product which infringes a trademark (provide trademark registration number).

Trademark – *listing content* infringement

- 2.1 Listing(s) contains unlawful use of trademark (provide trademark registration number).

Copyright – *item* infringement

- 3.1 Software is offered for sale in violation of an enforceable license agreement. (eBay will not process reports seeking to prohibit the sale of genuine unopened software).
3.2 Item(s) is a counterfeit product which infringes a copyright.

Copyright – *listing content* infringement

- 4.1 Listing(s) contains unlawful copy of copyrighted text.
4.2 Listing(s) contains unlawful copy of copyrighted image.
4.3 Listing(s) contains unlawful copy of copyrighted image and text.

Other infringement

- 5.1 Item(s) infringes a valid and enforceable patent (provide a copy of the relevant court order and the patent registration number).
5.2 Item(s) infringes a registered design right (available in Europe, Asia, Australia, and New Zealand only - provide design right registration number).
5.5 Store name or User ID infringes on a trademark (provide trademark registration number).

- 6.1 Other – please specify: _____

****Please note that eBay does not process reports to enforce selective distribution agreements, M.A.P. policies, and contractual disputes.**

STEP 2

If you are unable to fill out the Notice of Claimed Infringement you can report copyright claims via a DMCA notification to eBay's designated agent by providing the following information to copyright@ebay.com

1. A physical or electronic signature of the person authorized to act on behalf of the owner of the copyright that is allegedly infringed;
2. Identification or description of the copyrighted work that you claim has been infringed.
3. Identification or description of where the material that you claim is infringing is located on the eBay site, with enough detail that we may find it on eBay's website;
4. Your address, telephone number, and email address;
5. A statement by you that you have a good faith belief that the use of the material complained of is not authorized by the copyright owner, its agent, or the law;
6. A statement by you, made under penalty of perjury, that the information in your notice is accurate and that you are the copyright owner or authorized to act on the copyright owner's behalf.

EBAY VERO PROGRAM:

- The Verified Rights Owner program allows intellectual property rights owners to ask eBay to remove certain listings that offer items or contain materials that infringe on their intellectual property rights. These can include trademark, copyright, and/or other legal rights.
- <http://pages.ebay.com/seller-center/listing/create-effective-listings/vero-program.html#ml7-1-tb2>

A VeRO Participant Profile page is free and allows Rights Owners to share information with the eBay community. For example, you may wish to:

- Present your company, products and the company's intellectual property (IP) to eBay users. Many Rights Owners include a list of their brands, trademarks, and/or copyrights.
- Explain the potential consequences of infringing on your company's IP rights on eBay.
- Provide tips to users on how to spot fakes, for example, by providing a list of items that a Rights Owner does not produce.
- Offer a contact point for users to ask questions or report infringing items back to the Rights Owners.
- Provide answers to other frequently asked questions (FAQ).

VeRO

Introduction
Next ➔

Thanks for taking our tutorial on eBay's intellectual property policies. This tutorial will show you:

- How you can identify intellectual property
- How you can help protect the rights of intellectual property owners
- How you can avoid violating the law or eBay policies

Intellectual property is sometimes tricky, so we want to help you understand some of the basics. This tutorial has 13 questions and should take 10-15 minutes to complete.

When you're done, you should have a much better idea how to make sure your eBay listings follow eBay policies so they won't be removed from the site. Here we go!

Next ➔

VERO TUTORIAL:

<http://pages.ebay.com/help/tutorial/verotutorial/intro.html>

If you are currently a VeRO participant and would like to have us post a VeRO Participant Profile page for you, please contact vero@ebay.com for more information on how to start this process.

<http://vero.ebay.com/>

VeRO Participant Profiles

To help you safely sell branded products on eBay, we offer the following pages written by intellectual property rights owners and similar organizations that work with eBay. These pages give information about the brands' products and legal positions. The rights owners are solely responsible for the content. Please contact the rights owners directly if you have questions. Some rights owners who work with eBay did not contribute a page, so the list of brands is not comprehensive.

If you represent a rights owner with a page below and have concerns about it, please contact us at vero@ebay.com.

US

3Skulls Paintball	Abercrombie & Fitch	Action Mining Services Inc.	Adobe
ADT	Air Force One Air Conditioning	Aircraft Technical Publishers	Alaska Airlines
Aleratec, Inc.	Alex Perez	Alfresco Heating	ALM Productions
American Eagle Outfitters	American Weigh Scales, Inc.	American Welding Society	Americas Drive-In Corp. / Sonic Corp. & Subsidiaries
Amiclubwear.com	Amway Corporation	Amybug's Attic	AnalogMan Guitar Effects
Angela LaFramboise	Annenberg Media	Ansonia Records, Inc.	Apex Tool Group
AR15.com	ARIIX, LLC	Artbeats Software, Inc.	Ashleigh Talbot
AsKoruBeads	Atlantic Research and Marketing (A.R.M.S.)	Atvimports	Auntie Anne's, Inc.
Austin City Limits/KLRU	Australian Gold, Inc.	Australian Made Campaign Limited	Authentic Brands Group LLC
Autism Speaks, Inc.	Auto Meter Products, Inc. (Autometer)	Autoline Industries	Automotive Technologies, Inc.
Avedis Zildjian, Co.	B. C. Broncos	B.H.P., Inc. dba Nialaya Jewelry	Bad Monkey Productions
Bally Pinball Fun	Barnett Research and Computer Imaging	Baume & Mercier	Beachbody LLC
Bell Helicopter Textron Inc.	Benchmade Knife Company, Inc.	Bill Lawrence Products	Bill Owen-Cowboy Artist
Billie W. Taylor II, Ph.D.	BINO Products LLC	Blackpoint Engineering LLC	Blitzburgh Sports
Blockware LLC, d.b.a. Great Useful Stuff	Bloomberg L.P.	Bonnie's Plants	Boppy Company, The
Bose Corporation	Brenda Franklin	Brian Smith	British Phonographic Industry Limited
Bronze Gallery	Browning Laboratories, Inc.	Bruce Lee Enterprises	Bua, Inc.
Bug Me Video Inc.	Bumbleride Inc.	Burberry Limited	Bushnell Performance Optics and Tasco Sales Pty Ltd

VERO PARTICIPANT PROFILES (NOT A FULL LIST)

You allege that content on Etsy violates intellectual property that:

- You own the rights to
- A third party, company or organization owns the rights to
- A company or organization that you represent owns the rights to
- None of the above

INTELLECTUAL PROPERTY INFRINGEMENT REPORT:

- Contact information
- Intellectual property allegedly being infringed upon
 - Copyright
 - Name or title of copyrighted work
 - Item or design, video, image, audio and/or other media, writing and/or other text, name, title, slogan and/or other short phrase
 - Examples of this work (URL if available)
 - Is the copyright registered? (where is it registered? Registration number?)
 - Trademark
 - What is the trademark?
 - Is the trademark registered or pending application?
 - Counterfeit goods
 - Patent
 - Name or title of patent
 - Is the patent registered or pending application?
 - Other
 - What is the intellectual property allegedly being infringed upon?
 - What is the legal basis for the claim? (include a reference to the specific law you're referring to, a copy of that law, or provide a URL to it).
 - Who owns the intellectual property?
 - What type of Etsy material are you reporting?
 - Listings
 - Videos
 - Usernames
 - Shop names

³ All information compiled from <https://www.etsy.com/legal/ip/report> (last visited April 6, 2017).

[Easter](#)[Clothing & Accessories](#)[Jewelry](#)[Craft Supplies & Tools](#)[Weddings](#)

Intellectual property infringement report

You allege that content on Etsy violates intellectual property that:

- ☐ you own the rights to.
- ☐ a third party, company or organization owns the rights to.
- ☐ a company or organization that you represent owns the rights to.
- ☐ none of the above

STEP 1

Intellectual property infringement report

☒ Your information

☐ Intellectual property

☐ Infringing materials

☐ Authorization

About you

First name *

Last name *

Company or organization

Job title

Your address

Country *

Address *

STEP 2

Intellectual property type

Which intellectual property right is allegedly being infringed upon? *

- ☐ Copyright
- ☐ Trademark
- ☐ Counterfeit goods
- ☐ Patent
- ☐ Other

Who owns the intellectual property? *

This can be your full name or the name of the organization or client who you are authorized to represent.

Are educational resources for the intellectual property available online?

- ☐ Yes
- ☐ No

STEP 3

Intellectual property

What is the name or title of the copyrighted work? *

Which of these best describes the copyrighted work? *

- ☐ An item and/or a design
- ☐ Video, image, audio and/or other media
- ☐ Writing and/or other text
- ☐ A name, title, slogan, and/or other short phrase

Where can we see examples of this work? *

This can be a URL leading to examples of the work on the web. If the work isn't online, describe it in detail.

Is the copyright registered? *

- ☐ Yes
- ☐ No

[Remove this property](#)

STEP 4

Material type

What type of Etsy material are you reporting? *

- ☐ Listings
- ☐ Videos
- ☐ Usernames
- ☐ Shop names

STEP 5
SUBMIT!