

THE IACC-AMAZON PROGRAM:



How it Works, How it's Used, and What's New

Introduction



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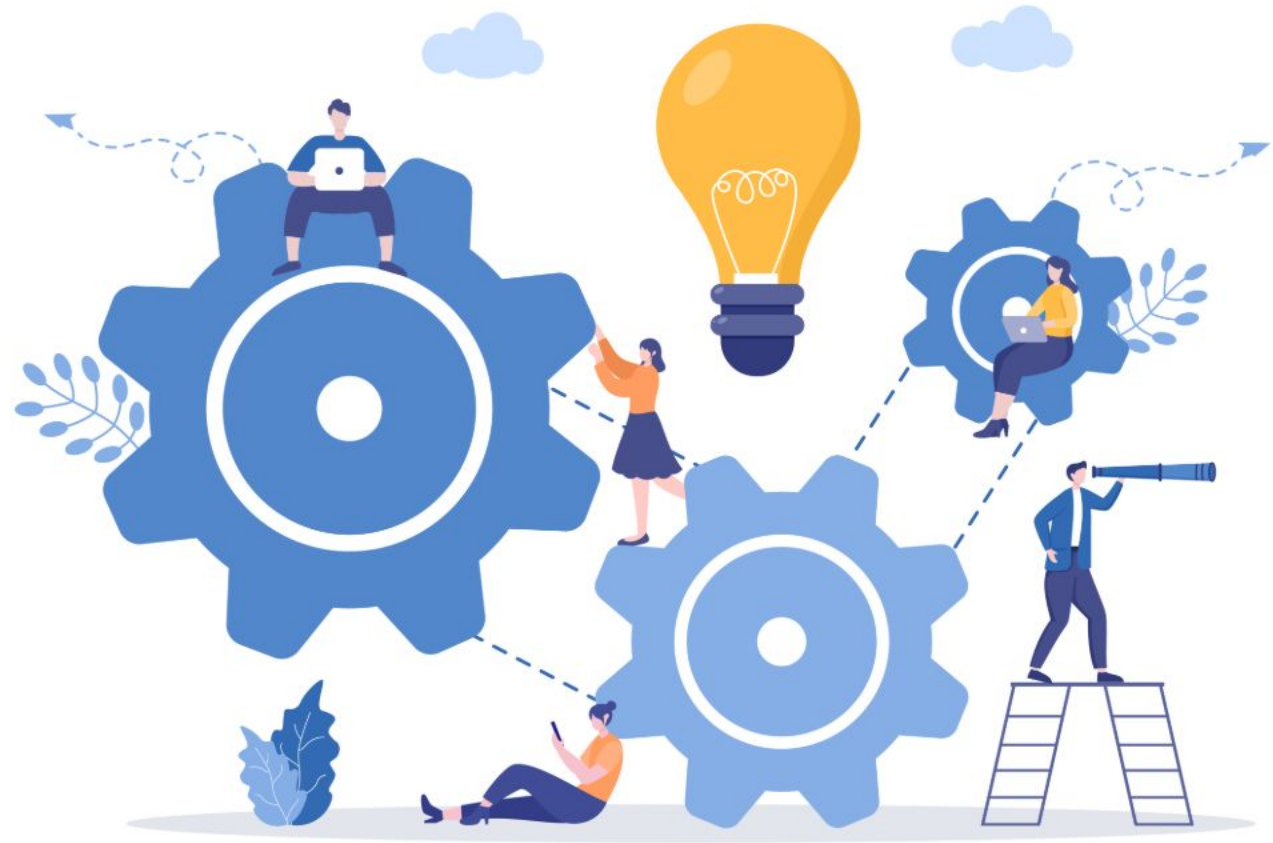
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How it Works



How it Works: *Program Overview*

- A program that allows participants to escalate notices of infringement that were submitted through Amazon's Brand Registry.
- The program has evolved to also address new types of infringement that can not be submitted through Brand Registry.



How it Works: *Program Features*



**Streamlined
Escalation
and Issue
Resolution**



**Unique
Reporting
Opportunities**



**Sales Volume
Threshold
Data**



**Seller
Information
Validation**



**Engagement
and Feedback**

How it Works: *Amazon's Report a Violation (RAV) Tool*

Use this tool to report the following types of IP infringement:



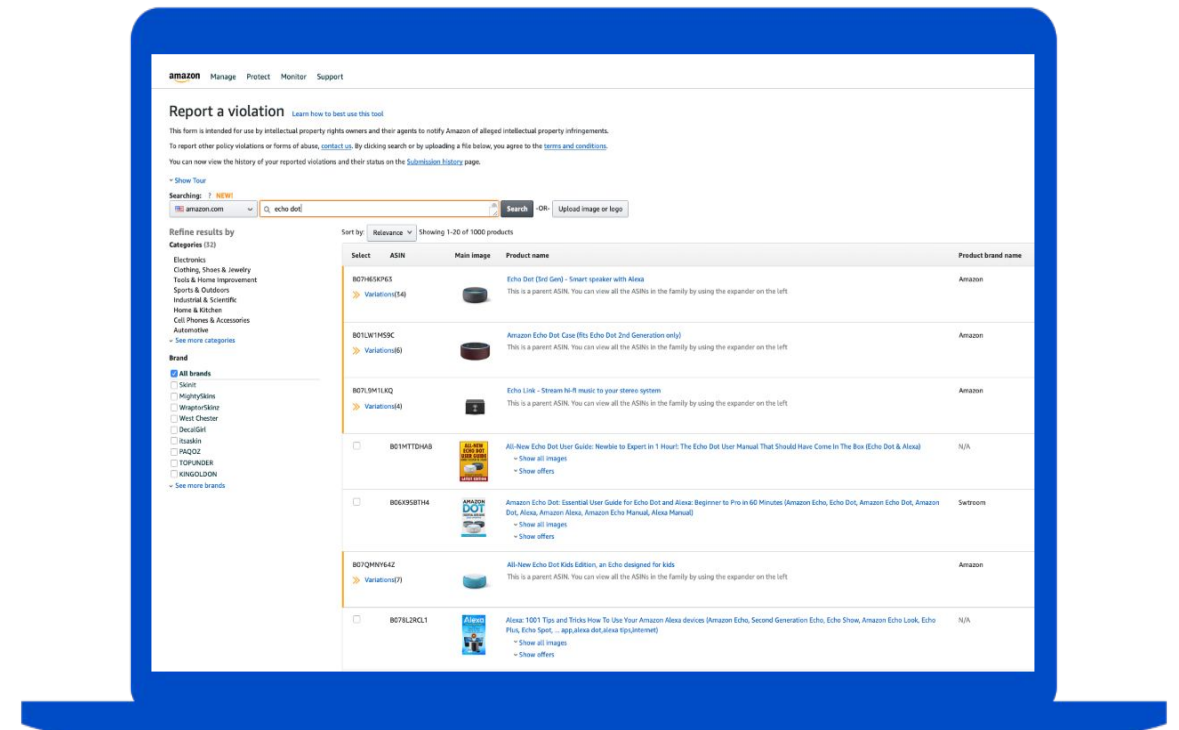
Trademark



Copyright



Design Patents



How it Works: *IACC's Escalation Forms*

- The status of my initial notice has been pending for over 48 hours
- The response I received regarding my initial notice was not accurate
- The response I received regarding my initial notice was not clear
- The response I received regarding my initial notice was not satisfactory



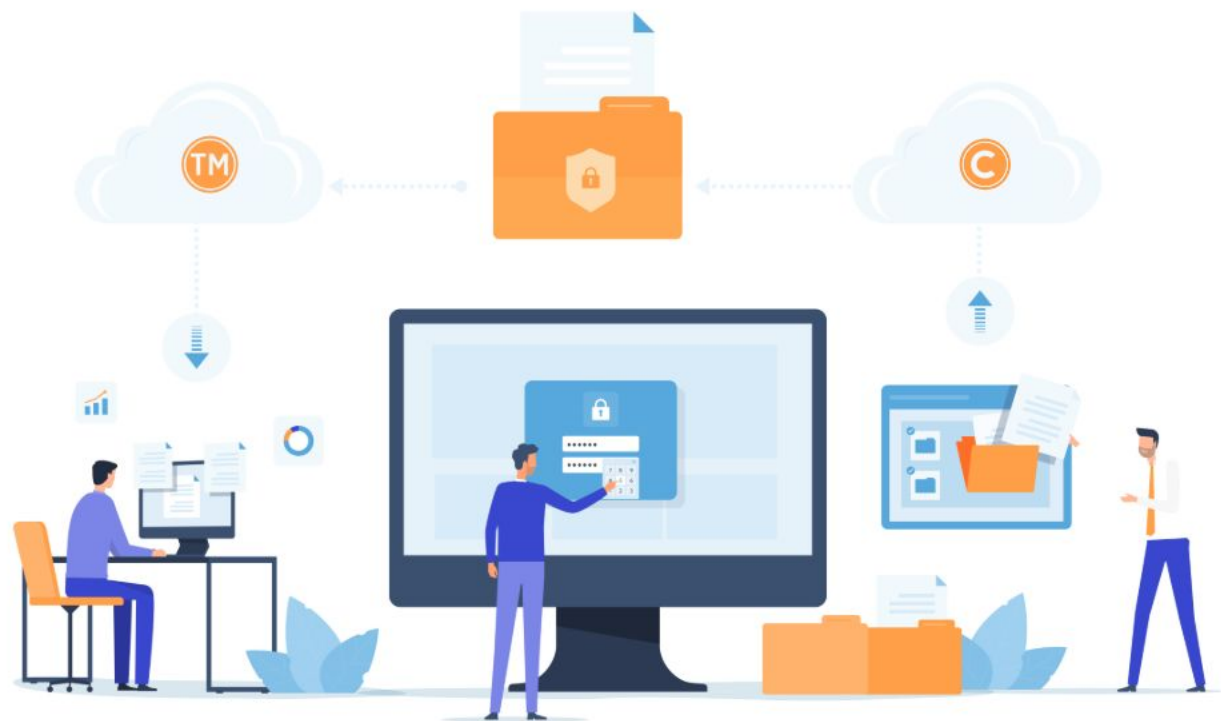
How it Works: *IACC's Unique Reporting Pathways*

- I verified a counterfeit product sent to me by a customer
- I would like to report a delisted seller
- I identified a counterfeit product in a customer review image
- I would like to report infringing A+ content



WobbleWorks





How it's Used

How it's Used: *Enforcing Copyright Images/Text*

1



Spike Cable Networks Inc. v. Yellowstone Merch

21 Civ. 6468 (LLS)
United States District Court, S.D. New York

Decided Nov 2, 2021

21 Civ. 6468 (LLS)

(Image Omitted)

3 11-02-2021

SPIKE CABLE NETWORKS INC., Plaintiff, v. YELLOWSTONE MERCH and SAMSON CHRISTOPHER, Defendants.

Honorable Louis L. Stanton

DEFAULT JUDGMENT AND PERMANENT INJUNCTION

Honorable Louis L. Stanton

Before the Court is the Motion for Default Judgment filed by Plaintiff Spike Cable Networks Inc. on October 12, 2021 (the "Motion"). Because the Motion seeks only statutory damages and equitable relief, a hearing is not required. Upon consideration of all filings in connection with the Motion, as well as all pleadings, the Court rules as follows:

3. The Series has been a tremendous success for Plaintiff, with its Season 1 premiere on June 20, 2018, drawing more than 4.8 million viewers-at the time, the largest ever for Plaintiff-and its Season 3 premiere on June 21, 2020, drawing more than 7 million viewers. *Id.* ¶4.

4. The Series is available to stream on the Paramount Network website and is available to purchase and download on various digital platforms, including Amazon Prime and Peacock. *Id.* ¶24.

5. The Series is a modern-day Western that follows the Dutton family, led by patriarch John Dutton (played by Kevin Costner). *Id.* ¶25.

6. The Duttons control the largest contiguous ranch in the United States and must contend with constant attacks by land developers and others. *Id.*

2



THE CLOUD MAKERS

AUNMAS



Plastic Plant Watering Devices



Specification:

Item Type: Plant Watering Rain Cloud

Material: Plastic

Cloud Size: Approx. 11.8 x 11.8 x 4cm / 4.6 x 4.6 x 1.6in

Support Bar: Approx. 20cm / 7.9in

Package List:

1 x Plant Watering Rain Cloud

2 x Support Bar

3


SAVES
TIME


SAVES
MONEY


SAVES
ENERGY


SAVES
SANITY

Wads are no longer a Fact of Laundry!™

Wad-Free for Bed Sheets

EASY TO USE!

- 1 Attach Wad-Free® to sheets (one Wad-Free per sheet)
- 2 Wash and dry your load
- 3 Do a happy-dance because your laundry is Wad-Free!

Scan code to learn how



Entire load comes out cleaner.
Dries up to 75% faster with fewer wrinkles.
Washing machine stays balanced.
Drastically reduces wet items getting trapped in sheets.
Works on any size flat or fitted sheet.
Works in washers and dryers that amply fit your bedding (Do not overload appliances).
Safe for appliances and sheets following product and fabric care instructions.
Reusable and durable.
Non-toxic. No latex, PVC, BPA, or phthalates.
Visit wadfree.com for videos and tips

Also try Wad-Free® for Blankets & Duvet Covers!

Not for use on silk or rayon (which includes bamboo and eucalyptus)

Share your #WadFreeHappyDance!

Friends don't let friends wad up.™ Buy one for a friend.

Patents: wadfree.com/patents ©2023 Brainiacs LLC Denver, Colorado Made & Printed in USA

Product Features

- Entire load comes out cleaner.
- Dries up to 75% faster with fewer wrinkles.
- Washing machine stays balanced.
- Drastically reduces wet items getting trapped in sheets.
- Works on any size flat or fitted sheet.
- Works in washers and dryers that amply fit your bedding (Do not overload appliances).
- Safe for appliances and sheets following product and fabric care instructions.
- Reusable and durable.
- Non-toxic. No latex, PVC, BPA, or phthalates.

How it's Used: *Enforcing Copyright Music*



**Reporting Pirated Music
on Brand Registry**

How it's Used: *Options to Remove Trademark Infringements*



Submit a Violation



View Submission History



Review Notifications



Contact Brand Support

The screenshot displays the Amazon Brand Registry interface. At the top, there's a navigation bar with 'amazon brand registry' and links for 'Manage', 'Protect', 'Monitor', and 'Support'. The main content area is divided into several sections:

- Protect and monitor:** Features a 'Notices of infringement' table for the period Jan 1 - Jan 7, 2023. The table shows the status of infringement notices and the corresponding ASIN count.
- Brand support:** Includes 'Quick links' for reporting violations, viewing submission history, case logs, and the help center.
- Notifications:** Shows a section for alerts, currently displaying '1 Alert'.
- Brand management:** Provides an overview of brand applications, including a status breakdown and a link to download all brand data (CSV).

Status	ASIN count
Accepted	51
Partially accepted	3
Rejected	17
Under review	6
Under additional review	1
Total ASINs	78

Status	Count
Approved	7
Pending review	6
Pending submission	1
Ineligible	3
Rejected	17
Expired	40

How it's Used: *Trademarks and Delisted Seller Accounts*



What's New



What's New: *Project Zero*

- A self-service counterfeit removal tool that is only used to remove counterfeit listings
- Brands must maintain an accuracy rate of at least 99% to maintain access to Project Zero
- 35,000+ Brands are enrolled in Project Zero



Q & A