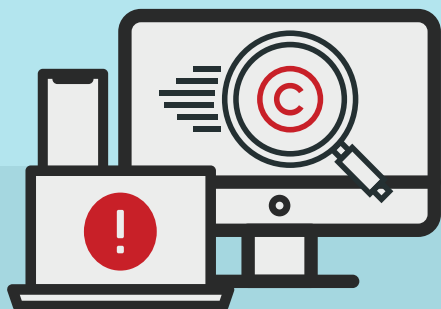


IACC-Amazon Program

A joint initiative to enhance brand protection online.

Initiated by an MOU in April 2018, the **IACC-Amazon Program** is a unique voluntary collaboration supported by senior management and specialized teams within Amazon and the IACC.

The Program focuses on reinforcing **accountability across all parties**, streamlining **case resolution**, and cultivating **meaningful engagement** – providing an expedited resolution path for enforcement issues, enhanced access to seller information, and real-time feedback to drive long-term solutions.



IACC-Amazon Program Features:

- **Streamlined Escalation and Issue Resolution** – Through a custom form on the IACC website, rights-holder participants have access to a streamlined path for escalating any issues they encounter when reporting an infringement to Amazon. The submissions are responded to within 48 hours.
- **Unique Reporting Opportunities** – Participants can also report four infringement scenarios not currently covered by Amazon's reporting tools:
 - 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
- **Engagement and Information** – Participants benefit from a number of opportunities to individually engage with Amazon including: regular check-in calls, increased transparency and reporting, feedback and coaching, and automatic receipt of seller details upon request.
- **Sales Volume Threshold Data** – Participants can easily receive Sales Volume Threshold Data for the sellers and ASINs against which they have filed a successful notice of infringement with no test-buy required.
- **Seller Information Validation** – Following a successful notice of infringement, participants may request that Amazon re-verify a suspicious seller's address by using a combination of postcard verification and external/internal data sources.
- **Access to Amazon's Project Zero** – Once enrolled in the IACC-Amazon Program, participants can access Project Zero's self-service tool to search for and immediately remove counterfeit listings from the Amazon store.

The end result is a program that...

- 1) Provides timely resolution of participants' notice reporting issues;
- 2) Contributes to scalable solutions and improves submissions so that participants experience less reporting issues over time;
- 3) Provides valuable information to guide participants' enforcement efforts.

Contact us to learn more. The Program is open to all IACC member brands. To join or for more information, contact amazonprogram@iacc.org.

Learn more about IACC membership:

www.iacc.org/membership/benefits



IACC-Amazon Program Impact

Examples of scalable solutions Amazon has implemented based on learnings through the Program (Not Exhaustive):

- Investigator coaching, training material updates, and introduction of IP assessment
- Updated investigator procedures for common law trademark notices
- New Brand Registry seller contact information request feature
- Changed Copyright section notice form to better reflect audio recordings (streaming, downloadable, and physical copies) and parallel DMCA requirements
- Updated Parallel Import Standard Operating Procedures (SOPs) to refine enforcement protocols
- Improved messaging sent to brands regarding patent reviews
- Updated investigator SOPs to improve communications during case workflow
- Improved RAV to include comprehensive list of images
- Resolved tool limitations through RAV to facilitate more precise enforcement actions
- Broadened enforcement protocols to include ASINs with variations leading to a more complete resolution of notices
- Improved process for refunds of customer purchases where the Brand confirmed a product as counterfeit
- Implementation of proactive removals based on notices for participants
- Additional guidance to brand participants on notice submission best practices



The IACC-Amazon Program is designed to continuously evolve based on brands' needs and emerging trends. It bolsters IP enforcement on Amazon to the benefit of both Program participants and the entire rights-holder community. Join us!



The IACC is a non-profit trade association dedicated solely to fighting counterfeiting and piracy around the world. We develop voluntary collaborations with online intermediaries to provide rights-holders with creative, operational, impactful solutions that boost their IP enforcement efforts and improve the IP protection landscape. The IACC-Amazon Program is one way we work with our partners to create a safe and trusted e-commerce space. Learn more about our other industry and government joint initiatives at www.iacc.org.