

# PLATFORM BEST PRACTICES CHARTER



## 1. JOINING THE PLATFORM

- ▶ Verify the seller's identity and up to date contact information
- ▶ Require the seller to attest that goods offered are not counterfeit and do not violate local/international regulations
- ▶ Check whether the seller has previously been blocked from the platform before allowing a seller to list items for sale



## 2. SELLING ON THE PLATFORM

- ▶ Display the seller's verified identity geographic origin of the goods, and ship from location
- ▶ Require the seller to display accurate stock records
- ▶ Require the seller to use sales images that (a) accurately depict the goods, and (b) the seller owns or has permission to use



## 3. PROACTIVE MONITORING

- ▶ Use technology to screen for obvious counterfeit indicators in seller listings prior to publishing a listing (for example, "fake" or "counterfeit")
- ▶ Investigate negative reviews and customer complaints and share relevant information with brands on request

## 4. ENFORCEMENT

- ▶ Design, publish and implement enforcement policies aligned with this charter, international/local law and standards
- ▶ Create and maintain takedown and escalation processes (e.g. use of reason code, handling of pushbacks)
- ▶ Implement a timely takedown process for removing infringements
- ▶ Ensure full transparency in the processing of takedown requests e.g. which stage the complaint is on and provide reasons if it is to be rejected
- ▶ Remove infringing listings across regions whenever they are enforced in one region based on multi-territory certificates (EUIPO and WIPO denominated countries)
- ▶ Upon successful enforcement action, investigate the seller's other accounts on the platform and products on offer
- ▶ Suspend problematic listings pending resolution of pushbacks or ongoing dialogue between brand owners/ service providers and sellers regarding reported infringements
- ▶ Block sellers that have had more than three listings enforced and removed
- ▶ Where sellers' have listings enforced, share seller information with brand owners and/or service providers upon request e.g. inventory available, country of origin, and how many transactions have already been made
- ▶ Notify buyers who purchased enforced counterfeits





## 5. EDUCATION

- ▶ Create and maintain an informative section for both sellers and buyers on the Platform explaining in an accessible way what might be considered counterfeit and other IP rights violations
- ▶ Train staff members dealing with IP violation issues



## 6. ENGAGEMENT AND COLLABORATION

- ▶ Create regular dialogue with brand owners, brand protection service providers and other stakeholders to devise comprehensive and effective strategies on tackling infringing behaviours, particularly those related to counterfeit sales
- ▶ Be willing to refine and update policies through continuous engagement with brand owners



## 7. TECHNOLOGICAL COLLABORATION

- ▶ Create collaborative technology solutions for searching for and enforcing, which enable brand owners, their service providers and platforms to do this efficiently, effectively, and at a large scale e.g. API