



## Anti-Counterfeit Policy

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## 1. About the Anti-Counterfeit Policy

### 1.1. Purpose

Jumia strives to ensure that its buyers can always shop on Jumia with trust and confidence. We also respect and uphold the intellectual property rights of brand owners and product manufacturers, and endeavour to maintain fair competition on our marketplace.

The purpose of this Policy is to ensure that we seek to protect our buyers and genuine sellers from the sale of counterfeit products on Jumia.

Adherence to this Policy is key to maintaining trust and to the reputation of Jumia and its sellers.

### 1.2. Scope

This Policy sets out:

- how sellers may identify counterfeit products and remove them from sale;
- the information that Jumia may expect from sellers in order to establish the authenticity of their products;
- how Jumia actively seeks out and removes counterfeit products from sale; and
- the consequences of violation of this Policy.

### 1.3. Application

This Policy applies to all sellers on the Jumia marketplace.



## 2. What is a counterfeit product?

Counterfeit products (also known as “fakes”) are unauthorized replicas of the real product. They are often produced with the intent to take advantage of the superior value of the imitated product, infringing the intellectual property rights (which may include patents, copyright and/or trademarks) of the owner of the imitated product, and preventing them from earning recognition or financial benefit from what they invent or create.

In addition to replicas, the following are also counterfeit products:

- replica brands with marginal differences from the original e.g. altered spelling of brand names; and
- original products bearing brand logos of another brand;

The sale of counterfeit products on Jumia is strictly prohibited, and is a breach of the this Policy and the law.

## 3. How can you ensure that you do not list a counterfeit product?

It is the responsibility of each seller to responsibly source and sell authentic products only.

Sellers can ensure that they do not list counterfeited products by purchasing and re-selling stock from authorised distributors only.

We encourage sellers to avail themselves of online resources available from premium brands for detecting, and reporting counterfeits. If in doubt about the authenticity of your products, do not list them on Jumia, and contract the brand.

## 4. How does Jumia detect counterfeit products?

Jumia is continuously innovating and working with brand owners to improve the ways we detect counterfeit products and prevent them from reaching our buyers.

- **Product creation and content updates:** When sellers create new product listings, or edit existing listings, the listings are subject to approval by Jumia before they are published on the website. Sellers will receive notification of all counterfeit products that are blocked.
- **Physical inspection:** We conduct random physical inspection of products in our warehouses, as well as more targeted inspections in respect of high risk products and sellers with high rates of return. We can therefore detect practices such as the listing authentic products and delivery of fakes, and the listing of fake products under alternative brand names.
- **Requests for evidence of authenticity:** We may request that you provide official documentation (e.g. letters of appointment and invoices) by way of evidence of the authenticity of your products. You may redact pricing and any commercially sensitive information from these documents.



- **Reporting of inauthentic Products** We encourage all buyers, brands and manufacturers who have product authenticity concerns to notify us. We will promptly investigate and take appropriate action to protect buyers, other sellers, and rights holders.

## **5. What are the consequences of violation of this Policy?**

If a seller supplies counterfeited products, in violation this Policy and the law, Jumia shall delist the products from sales and apply the appropriate financial penalties, as provided by the Penalty Policy.

Jumia may also, in its discretion, take further corrective action, which may include, without limitation, the following:

- suspending or terminating the seller's shop on Jumia;
- withholding payments to the seller;
- destroying the stock without reimbursement to the seller and at the seller's cost;
- delivering the stock to the relevant law enforcement authority, without reimbursement to the seller and at the seller's cost; and/or
- commencing legal action against the seller (the sale of counterfeit products may also lead to criminal prosecution).

## **6. Further information**

If you are a seller and you have any questions about this Policy, please raise a claim with our Seller Support Team.

Adopted 1 April 2020