

Counterfeits Guideline

Identifying & tackling counterfeits

**Key
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 - Counterfeit scenarios
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Sensitized Brands

These brands are classified to:

Luxury brands

These are brands associated with prestige (made by high ranked designers/manufacturers) & are highly desired and associated with wealthy or affluent people e.g. Gucci, Louis Vuitton e.t.c.

Premium brands

Brands that offer best features at the best value, hold exclusivity and often higher priced than average products. Example: Adidas, Nike, Swarovski, Apple e.t.c.

White label brands

These are the products/services produced by one company (the producer) that other companies (the reseller) customizes it to their own identity, brand and logo e.g. H&M, ASOS, e.t.c in most cases these brands require to have a back-up of authorized distribution due the high chances of counterfeits

Ref:- [List of banned and restricted brands](#)

Restricted & Banned Brands

Restricted - this comprises of brands that are deemed sensitive. This would include high end and select premium brands. Restricted brands could fall under sole ownership or not, for each status documentation has to be provided supporting the authenticity of the products.

Banned - these are the brands/products that have been barred from sale on the platform by the brand owners. Ex: Brands that are not authorized to sell via a third party.

Note: For exclusivity claims please provide documentation supporting the claim.

For authorization of restricted brands the same procedure should be followed as above.

Identifying and tackling



What are fakes/counterfeits/replicas?

Counterfeit

Counterfeit products are those made in exact imitation of something with the intention to deceive or defraud. Similarly the following terms are associated to counterfeits; Fake, Replica, Dupe e.t.c.

Simply put a counterfeit is a **high copy**.

Counterfeit scenarios:

There are fakes that are more clear-cut, it's not an original, e.g. *instead of adidas you have abibas*





A copy of a Gucci bag (left) & a fake Google Chromecast (right) with the logo/ text altered



Left image displays fake JBL headphones and the right displays an alteration to the brand PUMA qualifying it to be a counterfeit product.

Design Copy: This caliber of products have the exact same design as an original, from the graphics/text, design, model or shape of the product. It may come with/without the logo and may even be branded with a different logo.

Example: Football Jerseys in some cases - it will listed as replica. This falls under counterfeiting which is unacceptable per policy



Logo Infringement: Products with sensitized brand logos on unrelated products not manufactured by the brand.

Example: Bedding with Chanel logo & Car mats set with Louis Vuitton logo



Trademark Infringement: This is when a counterfeit product bears trademarked elements of another brand. Example: 'Just do it' slogan trademarked for the brand Nike (first) or the H-cut out pattern/shape for the brand Hermes (second) or one of Apple's trademarked tag - iPhone (third image)



Summary of Jumia's Anti-Counterfeit Policy

In order to win the love of customers as a company we have to keep our promise to customers that the products sold on Jumia are genuine and original.

This policy helps to ensure that we act **to protect:**

- our customers
- genuine sellers
- the reputation of Jumia

Important Links

1. View [HERE](#) the list of restricted and banned brands
2. For brand creation click [HERE](#)
3. For brand authorization file/s submission click [HERE](#)

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Q & A

