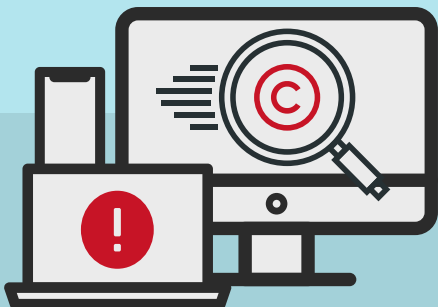


# IACC-Amazon Program

*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 streamlining, accountability, and meaningful engagement – providing an expedited resolution path for enforcement issues, enhanced access to seller information, and real-time feedback mechanism to drive long-term solutions.

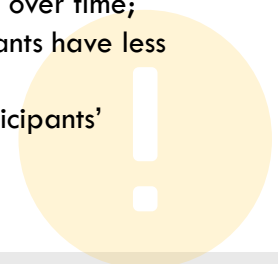


## IACC-Amazon Program Features:

- **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 escalations are resolved and responded to within 24 hours.
- **Unique Reporting Opportunities** – Participants can also report four infringement scenarios not currently covered by Amazon's reporting tools (for example, against counterfeits identified in customer review images).
- **Engagement and Information** – Participants benefit from a number of opportunities to individually engage with Amazon and receive detailed reporting, including: regular check-in calls, increased transparency and reporting, feedback and coaching, and automatic receipt of seller details.
- **Enhanced Automated Protections** – Participants have the opportunity to provide information that helps Amazon customize its Automated Brand Protections (ABPs).
- **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.

## 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) enhances automated protections so participants have less infringements to report overall;
- 4) 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](mailto:amazonprogram@iacc.org).

Learn more about IACC membership:  
[www.iacc.org/membership/benefits](http://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!

**IACC**  
INTERNATIONAL ANTI-COUNTERFEITING COALITION

*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](http://www.iacc.org).*