

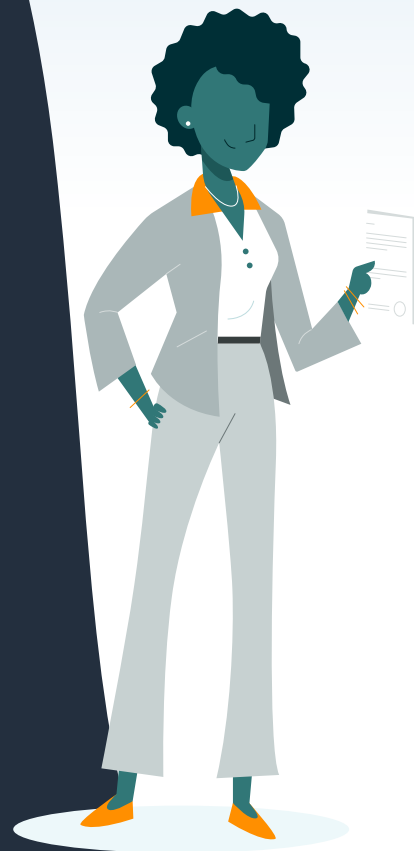


Proactively protect your brand and customers from counterfeits



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01 Introduction – The impact of counterfeiting

Counterfeiting – selling fake or unauthorised products – is a complex and growing problem. It occurs globally and cuts across industries.

Counterfeiters' tactics are becoming more sophisticated. This is making it even harder to detect counterfeiting, to the point where some brands and customers might not even realise that they are affected.

Counterfeiting infringes brands' intellectual property rights and may devalue the original product. This could put the brand's reputation at risk.

Here are four ways counterfeiting can impact businesses:

- 1 Poor customer experience**
- 2 Loss of sales**
- 3 Negative customer reviews**
- 4 Higher legal costs**

As a brand owner, you can protect your brand against counterfeiting by using technologies such as product serialisation. Product serialisation makes it easy to verify if an item is genuine and, so, ensures that no counterfeiter takes advantage of your customers, products, innovations, and brand reputation.

02 What is product serialisation?

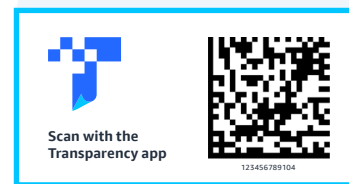
Product serialisation entails labelling each unit of a selected product with a unique code. The code is scanned to verify the unit's authenticity. Items without a valid code are identified and stopped, so only genuine items reach customers.

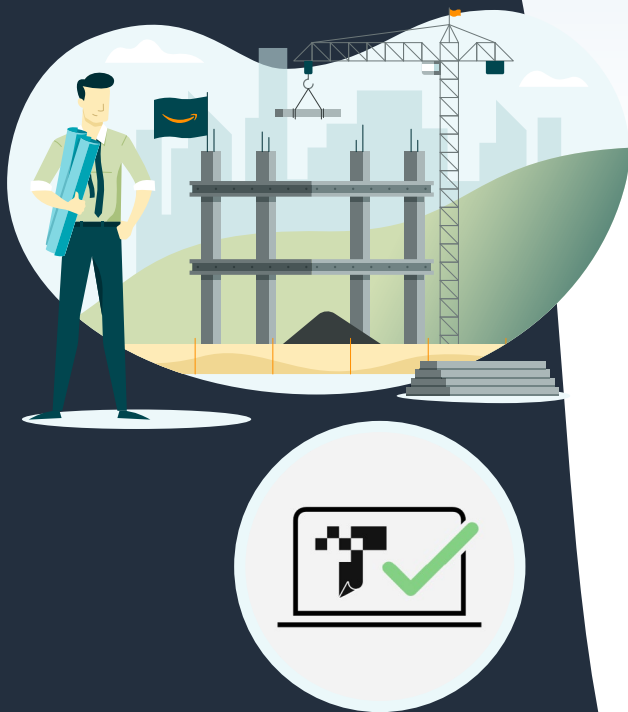
Product serialisation benefits brand owners by:

- Enabling unique product identification and authentication
- Preventing counterfeits
- Facilitating end-to-end traceability
- Improving quality control by tracking reasons for returns
- Enabling customised communication and marketing

It also benefits customers by:

- Improving shopping confidence
- Offering greater visibility into product origin
- Increases consumer product safety by ensuring customers receive the exact item they intended to purchase





03 Building your brand protection strategy with Amazon

At Amazon, we prohibit the sale of counterfeit products.

We also invest in technologies and processes to detect and stop the sale of counterfeit products in our stores.

In 2021 alone, we:

- Invested over \$900 million and employed more than 12,000 people to protect our store from fraud and abuse.
- Prevented over 2.5 million attempts to create new selling accounts, stopping bad actors before they published a single product for sale.
- Scanned more than 8 billion attempted changes to product detail pages daily for signs of potential abuse.
- Amazon's Counterfeit Crimes Unit (CCU) sued or referred for investigation over 600 criminals in the U.S., U.K., EU, and China, an increase of 300% from the previous year.

Our industry-leading brand protection programmes allow brand owners to proactively fight intellectual property infringement, protect their brands, and prevent counterfeiters from profiting off their reputations and hard work.

03.1

Amazon Brand Registry – Get recognised as a genuine brand

Amazon Brand Registry is the starting point for our brand protection efforts. It enables you to ensure that the text, photos, and content on detail pages for your products on Amazon are accurate and create a trusted customer experience.

When you register your trademark(s) in Amazon Brand Registry, you will get access to powerful brand protection tools, including Transparency, that make it simple to find, report, and remove potentially fraudulent and fake listings from all Amazon stores worldwide.



03.2

Meet Transparency, a proactive counterfeiting solution by Amazon

Transparency is a product serialisation service that helps you proactively prevent counterfeits from reaching customers.

Transparency allows you to label every unit of a selected product with a unique code and verify its authenticity every step of the way — from listing and up to the moment they are in your customers' hands.

Once your products are enrolled in Transparency, Amazon will require selling partners to provide Transparency codes at listing. If they cannot provide the codes, they will not be able to create a listing.



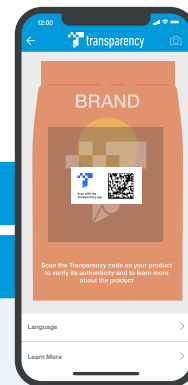
Transparency codes are also verified before product shipment. Selling partners shipping from their fulfilment centres have to submit each code for authentication. For selling partners using Fulfillment by Amazon, Amazon will track the codes when the products are shipped. If a product fails this authenticity check, it is immediately set aside for further investigation.

04

Why Transparency?



Download the app.



Proactive protection

Products cannot be listed on Amazon or shipped without valid codes. This means you can verify product authenticity every step of the way – from listing to delivery.



Global reach

Once you enrol a product in Transparency, you are protected in all the countries where Transparency has launched.



Greater trust

Customers can use the Transparency or Amazon Shopping mobile app to verify their item is genuine and access product level information, regardless of where they bought it.



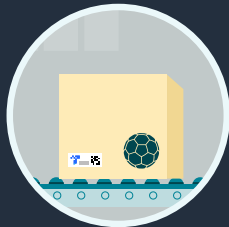
Safe and secure

Information brands share with Transparency is confidential and will only be used to deliver the service. Data will never be shared with third parties.

05 How does Transparency work?



Choose which products you want to enrol in Transparency



Apply Transparency codes to your selected products



Transparency codes are scanned to ensure only authentic units are shipped



Customers can use the Transparency app to authenticate their product



The Transparency app shows detailed product information



06 Who is eligible for Transparency?

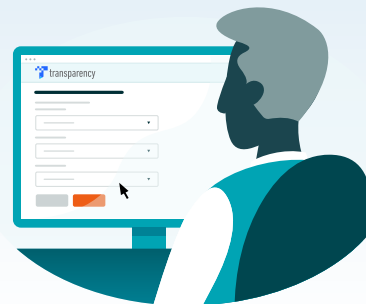
You are eligible for Transparency if you have:

- Enrolled your brand (trademark(s)) in Amazon Brand Registry. By doing so enables us to confirm you are the brand owner.
- The ability to verify yourself as the brand owner for your products.
- A Global Trade Item Number (GTIN), such as a UPC or EAN barcode on your products.
- The ability to apply unique Transparency codes on every unit you manufacture.

07

How to get started with Transparency

Joining and using Transparency is simple. Decide which and how many products you would like to start with. For example, you might decide to start by only enrolling your best-sellers.



To get started with Transparency:

1. Accept the Transparency Agreement Form your Brand Protection specialist has sent you by email.
2. Send us the Amazon Standard Identification Numbers (ASINs) of the products you want to enrol.
3. We will send you a link to the Transparency Portal, where you can download your unique codes.
4. Print the codes and affix them to each enrolled unit, or design the codes into your packaging. Codes must follow our size, colour, and layout specifications. Your Brand Protection specialist can put you in contact with a Transparency service provider who can assist you with printing or integrating Transparency codes into your packaging.

You can add more ASINs and protect more of your catalogue whenever you are ready.

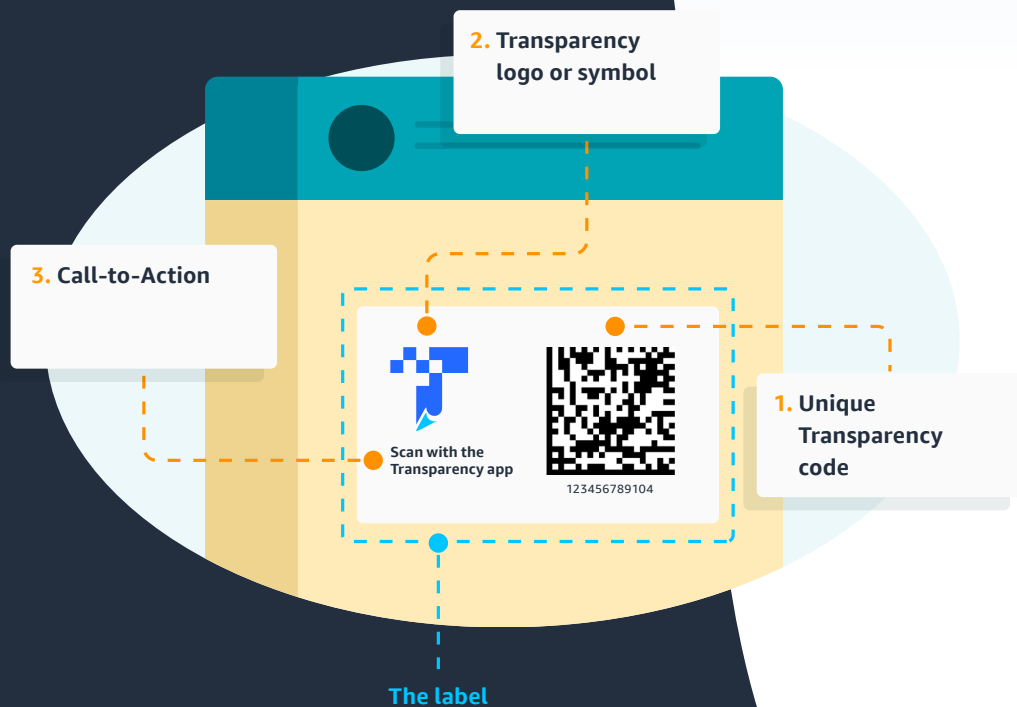
08 Technical details

08.1 The label

Transparency label should include the following three elements:

1. Unique Transparency code
2. Transparency logo or symbol
3. Call-to-action

You may also include a brief product description.

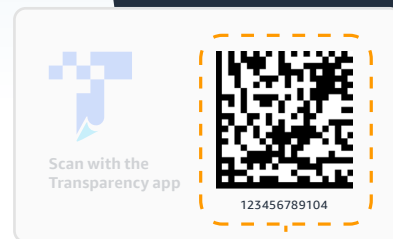
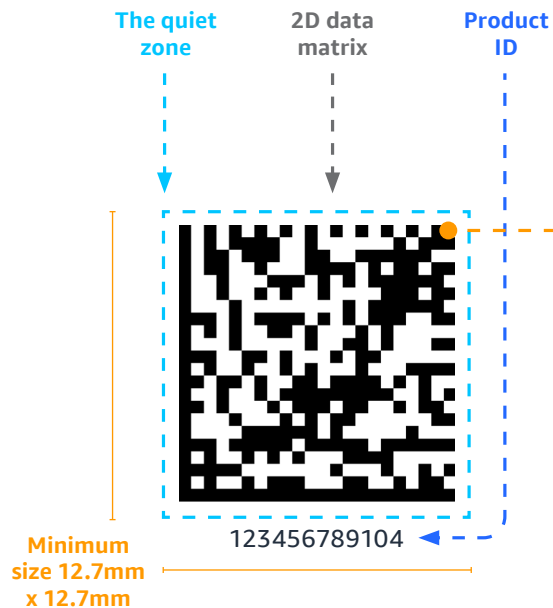


Technical details

08.2 The Transparency code

The Transparency code is a 2D data matrix that displays an alphanumeric code.

The code should be a minimum of 12.7mm x 12.7mm, with a surrounding 'quiet zone' – blank space that is free of printing or marks. The quiet zone should be a minimum of 0.635mm. You should double the quiet zone's size if you use a larger code.



Technical details

08.3 The Transparency logo & symbol

Whenever possible, you should use the full-colour Transparency logo. If this is not available, use the black-and-white version.

When using the Transparency logo, use one of the logos shown below. If you're using the Transparency symbol only, you must include the Call-to-action 'Scan with the Transparency app'.

You must always include a Transparency logo or symbol.



transparency

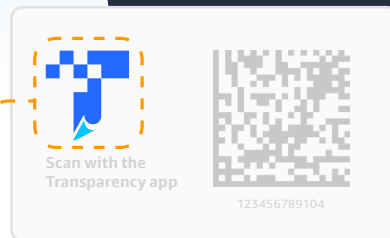


transparency

**Transparency
Symbol**

**Transparency logo
(vertical lockup)**

**Transparency logo
(horizontal lockup)**



You can affix a label on the packaging or incorporate the Transparency code and logo into your product artwork.



09 How much does Transparency cost?

Fighting counterfeiting and keeping customer trust high are our top priorities, so we have made Transparency as affordable as possible.

- There are no enrolment or subscription fees, no minimums or limits per order, and no costs for adding or dropping ASINs.
- You only pay for the codes that you generate to protect your products and customers.



Price per code	Number of generated codes
€ 0,045	From 1 to 1,000,000
€ 0,03	From 1,000,000 to 10,000,000
€ 0,01	From 10,000,000



Pay-per-code



€0 costs for enrolment



€0 costs for adding
or dropping ASINs



10 Over to you

Your brand is valuable. With Transparency, you can prevent counterfeits from reaching your customers every step of the way – from listing and shipment through to delivery – and strengthen your reputation as a trusted, high quality brand.

Sign our **Transparency agreement form** you received from your Brand Protection specialist and select the ASINs you want to enrol.



What brands are saying:



With Transparency, Corkcicle's customers know they are getting safe, high quality, and authentic products.

CORKCICLE.



Transparency has allowed us to grow consumer confidence in our products and prevent inauthentic product from ending up in the hands of our customers.

neato



**Join
23,000
+brands**

...from startups
to Fortune 500s
– protected by
Transparency.