

Counterfeits Guideline

Identifying & tackling counterfeits

**Key
Topics**

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- Introduction
 - Definitions & breakdown of sensitive brands
 - Counterfeit products breakdown
 - Counterfeit definitions
 - Counterfeit scenarios
 - Overview
 - Anti-counterfeit policy
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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

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.

How to check approved and rejected Brands on seller center.

The screenshot shows the Jumia Seller Center interface. At the top, there is a navigation bar with several menu items: Coach, Products, Orders (with a red notification badge showing '39'), Promotions, Reports, Settings (highlighted with a blue box and a blue arrow pointing to it), Help, and Administration. Below the navigation bar, there is a 'Your Profile' section with a 'Rate this page' link. Underneath, there are several tabs: General, Terms & Conditions, Seller Logo, Commissions & Fees, Shipping, Brands (highlighted with a blue box and a blue arrow pointing to it), and Economic Shipment Provider. Below the tabs, there is a light blue box with the heading 'How to get a brand approved for you' and the text: 'If you want to get an approval to sell a brand from the list below, you should contact vendor@jumia.ug and provide all the required documents, that can prove that you can sell products of the brand. All Brands that are not on the list do not require an authorisation.'

Brands

All Approved Rejected

Brand name

Brand	Approved
Abryanz	×
Adidas	×
Adiors	×
Adolfo Dominquez	×

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*





Acopy 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.

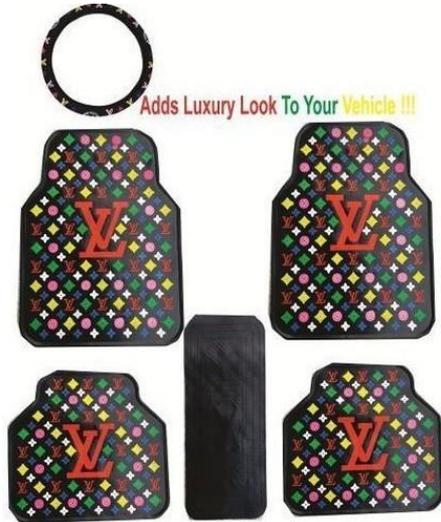
Design Copy: This caliber of products have the exact same design as an original, from the graphics/text, design, model or shape of the product. It may come with/without the logo and may even be branded with a different logo.

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

Key notes;

1. To be approved to sell a particular brand, you need to be authorized by the brand itself to sell their products, or the branded products should be from authorized deals. For anyone to sell a branded product they must have documents eg, a copy of receipts, letter from brand owner, which they share on the raise a [claim form](#)
2. For brand creation raise a claim [HERE](#)
3. We monitor with the greatest care all cases of potential counterfeits & fakes: concerned products are immediately removed from our website & trigger a **UGX 750,000** penalty. We may as well upon first instance permanently delist all Jumia shops belonging to the same legal entity as the one flagged for counterfeit/fake, which will therefore never be able to sell on Jumia again.