



Counterfeit Crimes Unit

CCU's Mission

Our mission is to protect and earn trust from customers, sellers, and brands by **bringing global counterfeiters to justice**. We use the legal tools of external enforcement to hold counterfeiters accountable in the real world, regardless of where they are located.

Amazon Establishes Counterfeit Crimes Unit to Bring Counterfeiters to Justice

June 24, 2020 at 3:01 AM EDT

New, global team is dedicated to investigating, finding, and launching legal action and criminal referrals against counterfeiters

Amazon Announces New “Counterfeit Crimes Unit,” with Aim of Reducing the Number of Fakes on its Site to “Zero”

June 24, 2020 - By TFL

Amazon Files Another Joint Counterfeit Suit, Boosting Message That it Just May be an Attractive Partner

August 14, 2020 - By TFL

Team Makeup

Comprised of former federal prosecutors, investigators, analysts, and brand protection specialists

Team members have prior professional experience with:

- Department of Defense
- Department of Homeland Security
- Department of Justice
- Federal Bureau of Investigation
- Food and Drug Administration



Key Partnerships

- Work with local, state, and federal law enforcement agencies, the Police Intellectual Property Crime Unit (City of London), EUROPOL, and INTERPOL to enable and facilitate the prosecution of bad actors
- Partner with brands to pursue bad actors in a collaborative fashion through civil litigation and developing criminal referrals
- Engage with industry groups, non-government organizations, and associations

Working with Law Enforcement

We **share data on bad actors** with law enforcement in the US, UK, and the EU. We partner with brands, industry groups, and the public sector to explore ways to pursue bad actors and better understand counterfeit typologies.

- We are constantly finding new ways to fight counterfeit in our stores
- We want to deter bad actors from selling counterfeits in our store
- We are enhancing our partnerships with law enforcement agencies and helping them identify targets for prosecution
- We issue quarterly reports of confirmed counterfeiter to law enforcement, and have safeguards in place to protect innocent selling partners
- We maintain solid relationships with UK and US law enforcement IP teams, EUROPOL and INTERPOL

Working with Brands

We encourage and welcome brand collaboration through:

- Engaging Amazon when pursuing offline investigation of a seller
- Conducting test buys so that we have physical evidence to support a case
- Filing notices of infringement that provide as much information as possible
- Exchanging information with Amazon to support the investigation of illicit activity
- Jointly filing civil cases or making criminal referrals to law enforcement

DUTCH BLITZ

“ We are seeing real results from Amazon’s work to eliminate counterfeit products from being sold in their store. It has been incredible to work with their team on these efforts, which have had a meaningful and measurable impact on our brand.

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Co-litigation with Brands



CCU In the News

Amazon partners with the U.S. government to stop the sale of counterfeit Super Bowl merchandise

PUBLISHED FRI, FEB 5 2021-2:30 PM EST



Amazon and J.L. Childress file suit against alleged counterfeiters in ongoing fraud battle

BY MONICA NICKELSBURG on October 22, 2020 at 12:09 pm

Lawsuit: California pair sold fake Yeti products on Amazon

Austin American-Statesman

Published 3:25 p.m. CT Dec. 4, 2020 | Updated 1:04 p.m. CT Dec. 5, 2020

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Austin-based Yeti filed a joint lawsuit with Amazon alleging two California residents imported and sold counterfeit Yeti mugs on Amazon.com. CONTRIBUTED

Amazon and Salvatore Ferragamo are cracking down on counterfeiters

By Lisa Fickenscher

February 11, 2021 | 10:20am | Updated



Amazon and Salvatore Ferragamo jointly filed two lawsuits in federal court alleging trade infringement and customer deception. Giuseppe Cacace/Getty Images

Amazon and Valentino team up in joint lawsuit against New York counterfeiter over Rockstud knock-offs

Ingrid Lunden @ingridlunden / 12:27 PM EDT • June 18, 2020

Comment



Amazon sues two influencers for peddling counterfeit goods on Instagram and TikTok

PUBLISHED THU, NOV 12 2020-8:36 AM EST | UPDATED THU, NOV 12 2020-10:03 AM EST

Amazon Launches TM Blitz Against Card Game Counterfeiters

Amazon, KF Beauty team up in court over alleged counterfeits

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Thank you!

