



IA Members Are Combating Counterfeit Goods

Internet Association (IA) member companies take the lead in combating the sale of counterfeits on their platforms by creating transparent and innovative counterfeit reporting tools, proactively partnering with rightsholders and enforcement entities, implementing clear anti-counterfeit policies, and working with law enforcement.



Notice-And-Takedown Services

IA member companies have robust systems in place to remove infringing content, including:

- Clear Terms of Service and policies prohibiting IP infringement (including counterfeits)
- Publicly accessible and easy-to-use reporting forms
- Global notice-and-takedown teams
- Prompt removal of reported listings
- Robust repeat infringer policies



Partnerships With Rightsholders

IA member companies work with rightsholders to stop infringement through:

- Mechanisms available to rightsholders to flag and remove problematic sellers and listings
- Specialized tools or dashboards for rightsholders to more effectively identify and remove infringing content
- Dedicated channels for rightsholders to report infringement
- Sharing trends and insights to help inform anti-counterfeiting measures



Proactive Efforts

IA member companies work every day to keep counterfeit items off their platforms through:

- Machine review of listings before they're posted
- Blocking suspected infringing listings from being published
- Banning sellers with multiple violations
- Shutting down related sellers and preventing banned users or sellers from returning to the platform
- Tools for users and customers to flag problematic sellers and listings
- Removing suspected fake reviews



Partnerships With Law Enforcement

IA member companies regularly work with federal, state and local law enforcement, including U.S. Customs and Border Protection and the National Intellectual Property Rights Center, to:

- Create training programs to ensure officials understand how platforms work and the most effective evolving investigation techniques
- Assist in ongoing investigations
- Encourage users to report illegal activity to appropriate authorities

About Internet Association

Internet Association represents over 40 of the world's leading internet companies. IA's mission is to foster innovation, promote economic growth, and empower people through the free and open internet. For more information, visit www.internetassociation.org