DISCLAIMER (REQUIRED)

The opinions expressed herein are those of the right owner and do not necessarily reflect the position of U.S. Customs and Border Protection (CBP). Decisions as to whether or not merchandise should be detained or seized for infringing protected intellectual property rights are to be made in accordance with established procedures by CBP personnel at the appropriate management level of the concerned field office. CBP personnel who have questions arising from this product identification manual should contact the IOR Branch, Office of Trade Regulations & Rulings, at HQIPRBranch@cbp.dhs.gov
Product Description
1-2 bullets describing the genuine trademarked and/or copyrighted products

Product Images
Images of the genuine products

Places of Manufacturing
1 bullet describing where the genuine products are manufactured

Importation into the United States
1-2 bullets describing the names of the ports where the genuine product(s) is(are) imported. If the genuine products are not imported into the U.S., please state this fact.
LIST OF KNOWN AND ALLEGED VIOLATORS, PRODUCT DESCRIPTIONS AND IMAGES OF SUSPECT GOODS, AND IMPORTATIONS OF SUSPECT GOODS

List of Known and Alleged Violators
Include names, names of companies, addresses, phone numbers, and websites for each

Product Descriptions and Images of Suspect Goods
List of genuine products that are allegedly infringed upon, and compare using descriptions and images of their suspect counterparts

Importations of Suspect Goods
List the names of U.S. ports of entry where suspect products are imported
SAMPLE: PRODUCT IDENTIFICATION TRAINING GUIDE

LIST OF RECORDED AND REGISTERED TRADEMARKS AND COPYRIGHTS

List of Recordation Numbers that are active with U.S. Customs and Border Protection (CBP), and a list of corresponding Trademark and/or Copyright Numbers as Registered with the U.S. Patent Trademark Office (USPTO) and/or the U.S. Copyright Office.
SAMPLE: PRODUCT IDENTIFICATION TRAINING GUIDE

LIST OF GENUINE LICENSEES

List of Licensees, Licensee Addresses, Licensee Phone Numbers, and Licensee Homepage Websites
GENUINE AND SUSPECT PRODUCT EXAMPLES

Genuine

Description(s) of physical characteristics of the Genuine product.

For example, a Genuine product of Company V incorporates blue labeling.

Suspect

Description(s) of physical characteristics of the Suspect product.

For example, the Suspect version is incorrectly labeled with improper placement, font, and font size.
GENUINE AND SUSPECT PACKAGING EXAMPLES

Genuine

The packaging of Company X’s product will always include the logo of the company. Instructions are always printed on the side, above the bar code.

Suspect

Suspect packaging does not include Company X’s logo print work, nor does it have instructions of the product, printed on the box, and a bar code.
OTHER GENUINE AND SUSPECT INDICATORS:
CATEGORY EXAMPLES

• Bar Codes
• Serial Numbers
• Logos
• Labels
• Product Lines
• Product Names
• Discontinued Products
• Manufacturer’s Suggested Retail Price (MSRP) for each item
• Other
SAMPLE: PRODUCT IDENTIFICATION TRAINING GUIDE

CONTACT INFORMATION

For further information or assistance with Company X products, please contact:

Name
Title
Office Phone Number
Email Address