

**Company Name**

**Product Identification  
Training Guide**

**Company Website**

**Date of Product Guide Submission to CBP**

## **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 training material or manual should call the IPR Helpdesk at 562-980-3119, ext. 252, or the IPR and Restricted Merchandise Branch, Regulations and Rulings at (202) 325-0020.

**PRODUCT DESCRIPTIONS, PRODUCT IMAGES,  
PLACES OF MANUFACTURING, AND  
IMPORTATION INFORMATION FOR GENUINE GOODS**

**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

**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.

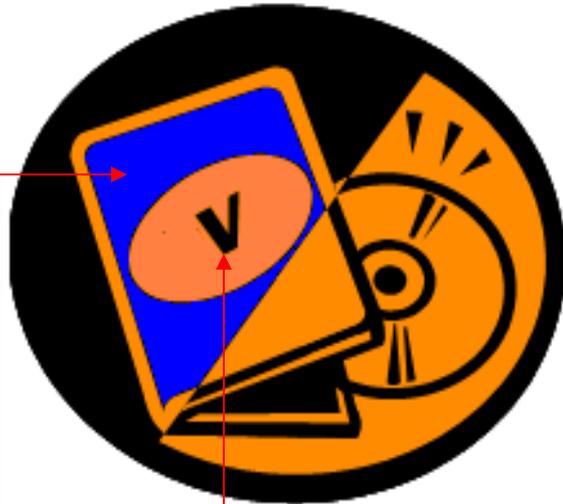
# SAMPLE: PRODUCT IDENTIFICATION TRAINING GUIDE

## **LIST OF GENUINE LICENSEES**

List of Licensees, Licensee Addresses, Licensee Phone Numbers, and Licensee Homepage Websites

## GENUINE AND SUSPECT PRODUCT EXAMPLES

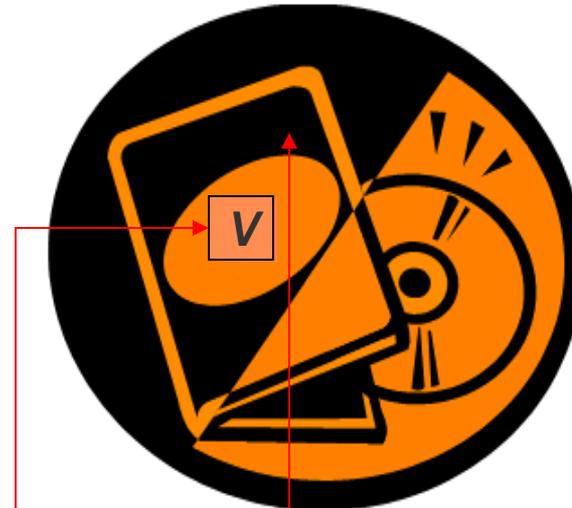
Genuine



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

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

Suspect

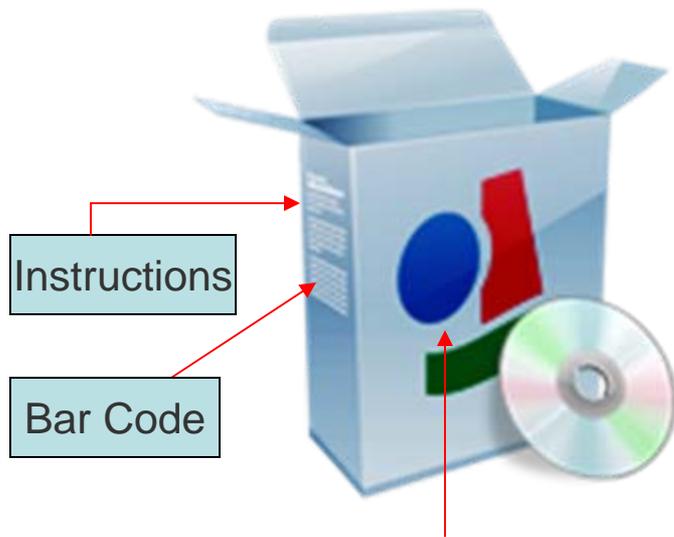


Description(s) of physical characteristics of the Suspect product.

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

## **CONTACT INFORMATION**

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

**Name**

**Title**

**Office Phone Number**

**Email Address**