



Meeting with Amazon

Meeting date and place

Meeting held on 15/10/2018 17:00

Participating organisation(s) & representative(s)

-- Amazon Europe Core SARL (TRN: 366117914426-10) ,

Main issues discussed

The discussion was held in the context of the ongoing work on the IP Watch List. Amazon took part in the public consultation. The meeting provided an opportunity for Amazon to present counter-arguments to criticism regarding efforts to reduce counterfeit offer on its platform raised by some stakeholders in the public consultation (e.g. regarding vetting of sellers, description of products, the use of certain indicators such as unusually low prices and long shipping times as well as dealings with repeat infringers).

Amazon explained that over 50% of products on the platforms were sold by 3rd parties. It also explained the scale of the effort – 3.5 billion of listings have been prevented from appearing on the website so far in 2018. Brand Registry allows rightholders to register their brands, report counterfeit listings and fast-track take down procedures. When a new seller attempts to open an account, Amazon performs a number of verification checks, including examination of identity documents and payment instrument verification. Also additional checks are performed such as scanning for evidence that a potential new account could be related to another account that was previously removed from selling on the platform. Work is ongoing on improving systems for identification of potential red flags. As regards repeat infringers, Amazon explained that it did not have a policy of blocking sellers but a policy of blocking products. If the blocked products are connected to a seller whose other products were blocked, such sellers would be verified.

Amazon is piloting a new item-tracing authenticity service called Transparency. This service allows brands to uniquely mark individual product units. Distributors in the supply chain, retailers, and customers can scan the product to immediately verify the authenticity of the product. The pilot is carried out with a limited number of brands. Amazon intends to continue investing in and developing this service in the coming years. Amazon supports self-regulatory practices like the MoU on sales via the internet. It would see added value in gathering information on bad actors from various platforms to create a common database.

Directorate or unit

TRADE B

Internal participants

Ms MARTIN-PRAT Maria TRADE B Art.4.1(b) @ec.europa.eu Requested for,
 Art.4.1(b) TRADE B/3 Art.4.1(b) Participant.

Author(s) of minutes

Art.4.1(b)

Validator and validation date

MARTIN-PRAT Maria validated the minutes on 06/12/2018 12:01