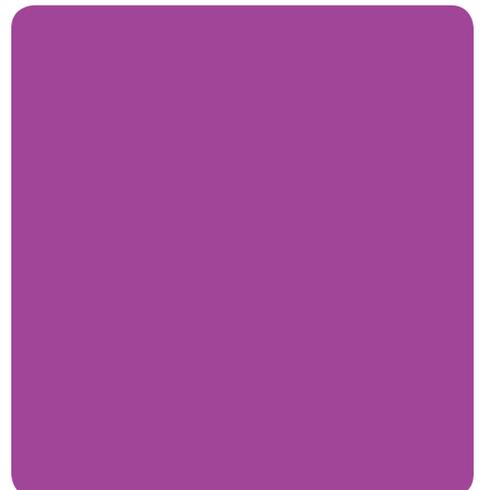


This bargain brand could cost you millions.

Selling unauthorised or counterfeit supplies is a serious and growing threat that infringes intellectual property rights, hurts customers and could ultimately cost you your business.

Once viewed as “victimless crimes”, counterfeiting and piracy of products has rocketed in recent years, costing the economy billions and hundreds of thousands of jobs annually. What’s most frightening is that nearly every industry is now vulnerable to this crime.



As a Xerox reseller, you can be part of the first line of defence against this blatant and serious crime.

Why it Matters to Resellers

As a Xerox reseller, it's extremely important to be aware of counterfeit products and the consequences of selling them. By doing so, you protect valuable intellectual property rights of legitimate manufacturers, the goodwill of your customers – and the future of your business.

Earning customers' trust is neither easy nor cheap.

Nothing is more important to you than the trust of your customers. Trust means you respect them, you value their business and you are an honest broker in backing the quality and authenticity of the products you sell. Counterfeit products in your supply chain threaten:

- Your business's reputation and integrity
- The well-being of customers' printers, not to mention their very health and safety, and risk destroying the trust you've worked so hard to gain.

A level playing field is essential. Selling counterfeit supplies is not on the level.

You need to be able to compete on equal terms with other resellers and that may require offering different types and qualities of supplies. Xerox has put faith in you to sell legitimate, authorised products:

- Selling heavily discounted counterfeit products undermines legitimate business practices and misrepresents Xerox to customers. Your customers won't accept that, and neither will Xerox.

Why intellectual property rights are so important to Xerox

Much of a company's true worth relates to intellectual property. Intellectual property – patents, trademarks, brand identities, copyrights, and proprietary knowledge – all protect products against the actions of counterfeiters and give consumers confidence that the Xerox® products they purchase from our reseller partners meet expected standards and quality.

Registering intellectual property

- Prevents third parties from selling products using patented Xerox® technology.
- Limits marketplace confusion by preventing competitors from selling similar-looking products which customers may mistake for genuine Xerox® products.

Stop fraudsters. Protect your customers.

- Source product only from authorised distributors. It's the surest way to guarantee your customers are getting genuine supplies.
- If you suspect a Xerox® product is not authentic, contact Xerox corporate security. Together, we can bring an end to these fraudulent practices.



Learn more from Xerox.

For any suspected counterfeit issues, please contact Xerox Corporate Security at 0044 (0) 1707 353250, or email us at BrandProtectionInvestigations@xerox.com.

Information provided will be handled confidentially.

For more information on intellectual property, visit www.xerox.com/supplies

