



HOW TO IDENTIFY LICENSED NBA MERCHANDISE – LOOK FOR:

(b)(7)(E)

**OLD NBA HOLOGRAPHIC HANGTAGS AND STICKERS**

**Term**

**NBA OLP Hangtag**

**NBA 1” Sticker**

(b)(7)(E)

**NBA Disclaimer:** Information provided herein is for reference purposes only. Images are not to actual size. Please contact the following NBA attorneys for final verification of the authenticity of NBA merchandise and for updated information on the NBA’s anti-counterfeiting enforcement program.

<b><u>Name</u></b>	<b><u>Title</u></b>	<b><u>Phone Number</u></b>	<b><u>E-Mail Address</u></b>
(b)(6);(b)(7)(C)	Senior Vice President & Chief Intellectual Property Counsel	212-407 (b)	(b)(6);(b)(7)(C)
	Vice President & Senior Intellectual Property Counsel	212-407 (6);	
	Vice President & Senior Intellectual Property Counsel	212-407 (b)(7)	

The opinions expressed herein are those of the rights owner and do not necessarily reflect the position of 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 & Rulings at 202-325-0020.

# APPAREL PACKAGING

(b)(7)(E)

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# BRAND PROTECTION CONTACTS

# GENUINE HOLOGRAMS

Global - (b)(6);(b)(7)(C)  
Brand Protection Director

New Era Cap Asia Pacific Ltd, 1611B Exchange  
Tower, 33 Wang Chiu Road, Kowloon Bay,  
Kowloon, Hong Kong

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Office: +852-3127 (b)(6);(b)(7)(C)

Email: (b)(6);(b)(7)(C)

EMEA - (b)(6);(b)(7)(C)  
Brand Protection Manager

New Era Cap Company Ltd, CBX II East, 1st Floor,  
Midsummer Boulevard, Milton Keynes, MK9 2EA

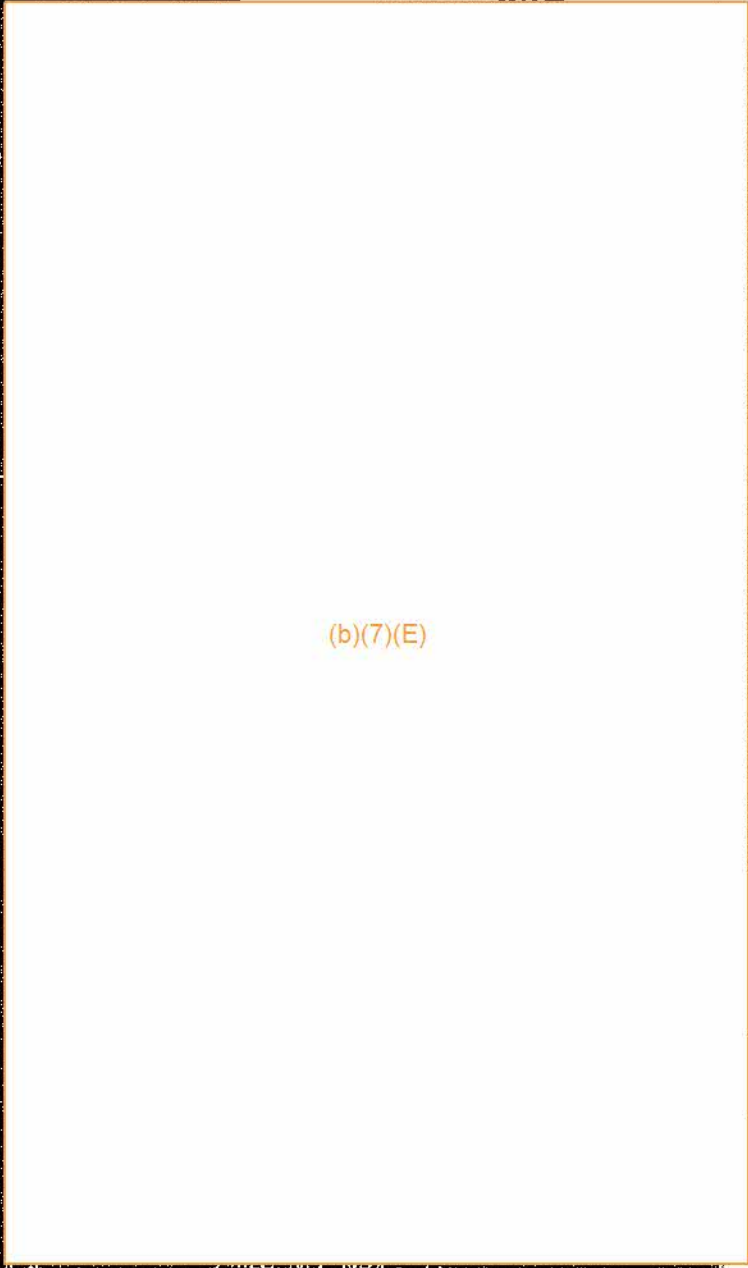
Mobile: +44 (0) 1908 (b)(6);(b)(7)(C)  
Office: +44 (0) 786 746 (b)(6);(b)(7)(C)

Email: (b)(6);(b)(7)(C)

U.S & Latin America - (b)(6);(b)(7)(C)  
Brand Protection Manager

New Era Cap Co. Inc, PO Box 20098,  
Santa Barbara, California 93120-0098

Email: (b)(6);(b)(7)(C)



(b)(7)(E)

... can comment on their trademarks and these notes are for guidance only.

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~~CONFIDENTIAL, FOR ENFORCEMENT PURPOSES ONLY~~

# ABOUT NEW ERA CAP CO., INC

# TRADEMARK REGISTRATIONS

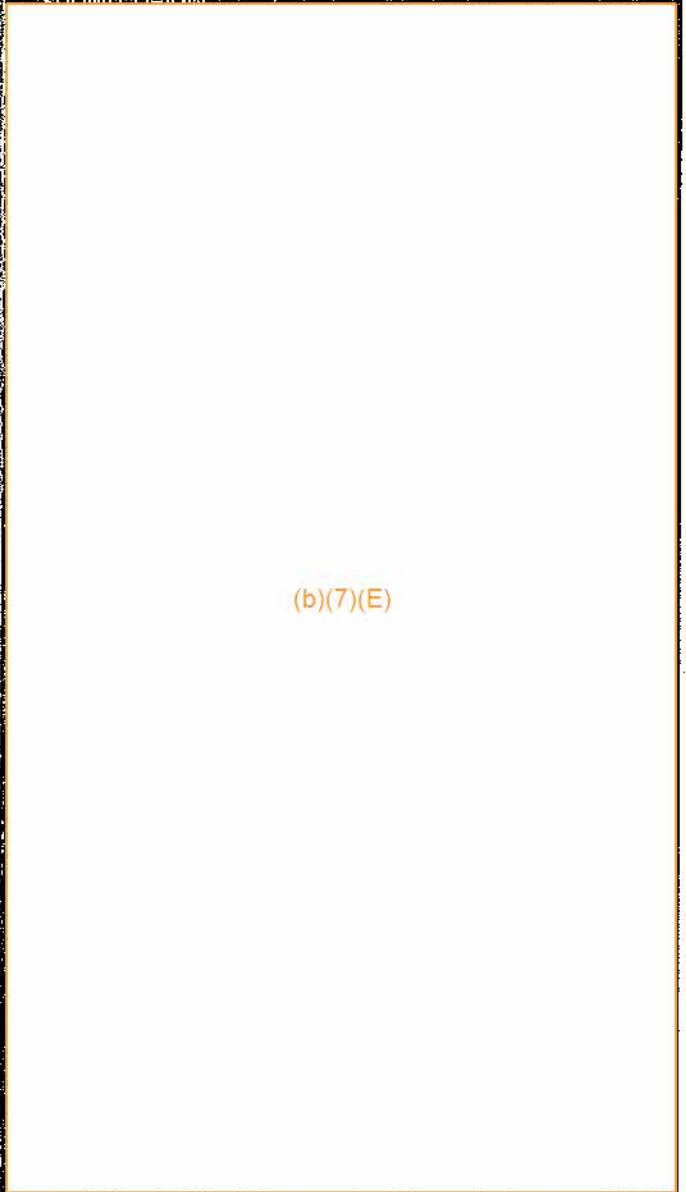
New Era is an international lifestyle brand with an authentic sports heritage that dates back over 90 years. Best known for being the official on-field cap for Major League Baseball, New Era is the brand of choice not only for its headwear collection, but also for its accessories and apparel lines for men, women and youth.

The brand is worn as a symbol of self-expression by athletes, artists and some of the most interesting people around the globe. New Era encourages people to "FLY YOUR OWN FLAG™."

Headquarters is in Buffalo, New York, with main offices in London (EMEA) and Hong Kong (APAC).

For more information, visit [www.neweracap.com](http://www.neweracap.com).

New Era has over 1,100 trademark registrations worldwide and many pending. Some examples are shown below.



(b)(7)(E)

MANAGER, BRAND PROTECTION  
chris.knowles@neweracap.com  
OFFICE: 805-845-  
CELL: 949-241-  
FAX: 805-770-7543  
New Era Cap Co., Inc.  
PO Box 20098  
Santa Barbara, CA 93120-0098  
[neweracap.com](http://www.neweracap.com)

(b)(6);  
(b)(7)  
(c)



(b)(7)(E)

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# VISOR STICKERS

# INTERNAL LABELLING

(b)(7)(E)

(b)(7)(E)

# New Era Cap Company Ltd Counterfeit Enforcement Guide

(b)(7)(E)

# Retail

All New Era products should be sold through our authorized customers and our website [www.neweracap.com](http://www.neweracap.com). The majority of 59FIFTY products will range in price from \$30-40. Any New Era 59FIFTY that is being sold by anyone other than an authorized customer for below \$20 should be treated as suspicious.

All products for the US are manufactured in the US and in Asia. Head Quarters details are:

**World Headquarters**  
New Era Cap Company, Inc.  
160 Delaware Avenue  
Buffalo, New York 14202

Toll Free: 1-877-NEC-5950  
Telephone: 716-604-9000  
Facsimile: 716-604-9299

Examples of genuine New Era Retailers



## Genuine Labelling

(b)(7)(E)



# Counterfeit Products

(b)(7)(E)

(b)(7)(E)

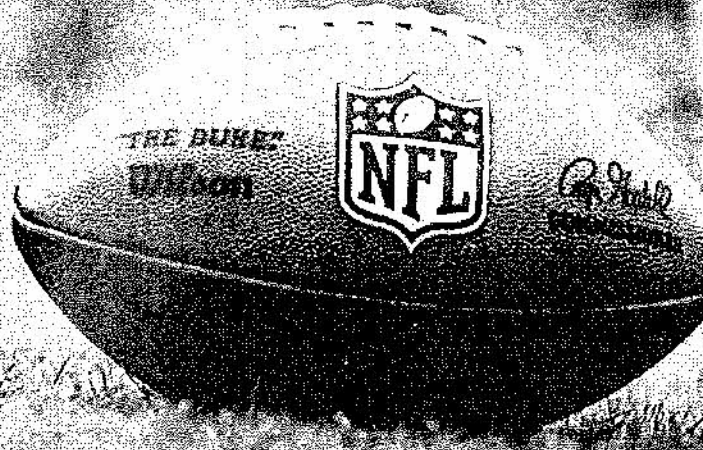
# Contact

(b)(6);(b)(7)(C)

**Manager, Brand Protection US & Latin America**  
**PO Box 11768, Milwaukee, WI 53217**  
**Telephone: 414-446-(b)(6) Fax: 414-446-4691**  
**Email: (b)(6);(b)(7)(C)**

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~~FOR LAW ENFORCEMENT ONLY~~

# ANTI-COUNTERFEITING MANUAL 2012-2013



NATIONAL FOOTBALL LEAGUE

(b)(7)(E)

T-SHIRTS

(b)(7)(E)

JERSEYS

(b)(7)(E)

HEADWEAR

(b)(7)(E)

3

4

**SUPER BOWL XLVII**

**PRO BOWL**

PRIMARY



SUPER BOWL WORD: Class 25 TM Registration Number 2954420  
Customs Recordation Number 05-00574

PRIMARY



PRO BOWL WORD: Class 25 TM Registration Number 2847647  
Customs Recordation Number 10-01056

REGIONAL  
(Used locally except in Stadium)



SUPER BOWL WORD: Class 25 TM Registration Number 2954420  
Customs Recordation Number 05-00594

NFL SHIELD

CONFERENCE MARKS

CURRENT



1983-2008



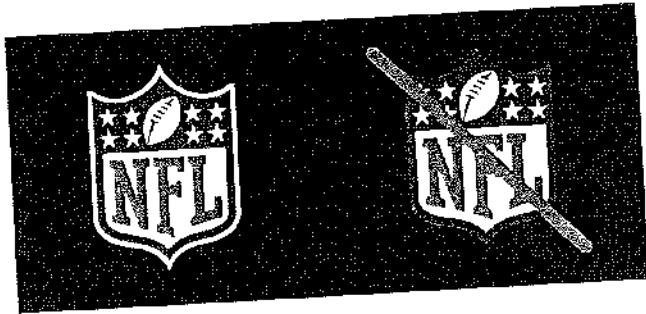
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 Customs Recordation Number: 09-C0094

SHIELD Class 25 TM Registration Number: 7941247  
 Customs Recordation Number: 05-00568

WORD Class 25 TM Registration Number: 3394243  
 Customs Recordation Number: N/A

WORD Class 25 TM Registration Number: 3394243  
 Customs: N/A

- No "TM" should be featured with NFL logos
- When the NFL Shield is placed on color or photograph background, a white keyline should be visible. (See below)



CURRENT



AFC: Class 25 TM Registration Number: 4170583

1980-2009



AFC: Class 25 TM Registration Number: 3192495

CURRENT



NFC: Class 25 TM Registration Number: 3192496

1980-2009



NFC: Class 25 TM Registration Number: 3192496

# AFC EAST PRIMARY LOGOS

BUFFALO BILLS



Class 25 TM Registration Number: 2571410  
Customs Registration Number: 06-00167

MIAMI DOLPHINS



Class 25 TM Registration Number: 3542445  
Customs Registration Number: 03-00040

NEW ENGLAND PATRIOTS



Class 25 TM Registration Number: 2750546  
Customs Registration Number: 04-01191

NEW YORK JETS



Class 25 TM Registration Number: 2315766  
Customs Registration Number: 04-01192

# AFC NORTH PRIMARY LOGOS

BALTIMORE RAVENS



Class 25 TM Registration Number: 2497129  
Customs Registration Number: 04-01104

CINCINNATI BENGALS



Class 25 TM Registration Number: 2150661  
Customs Registration Number: 07-00910

CLEVELAND BROWNS



Class 25 TM Registration Number: 2012966  
Customs Registration Number: 04-01055

PITTSBURGH STEELERS



Class 25 TM Registration Number: 3050054  
Customs Registration Number: 05-00203



# AFC SOUTH PRIMARY LOGOS

HOUSTON TEXANS



Class 25 TM Registration Number 2660888  
Customs Recordation Number 04-0113

INDIANAPOLIS COLTS



Class 25 TM Registration Number 3245078

JACKSONVILLE  
JAGUARS



Class 25 TM Registration Number 3347206  
Customs Recordation Number 03-00135

TENNESSE TITANS



Class 25 TM Registration Number 2422018  
Customs Recordation Number 05-00119

# AFC WEST PRIMARY LOGOS

DENVER BRONCOS



Class 25 TM Registration Number 2107555  
Customs Recordation Number 04-01100

KANSAS CITY CHIEFS



Class 25 TM Registration Number 3019465  
Customs Recordation Number 06-00760

OAKLAND RAIDERS



Class 25 TM Registration Number 1771398  
Customs Recordation Number 05-00120

SAN DIEGO CHARGERS



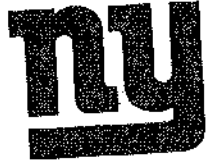
Class 25 TM Registration Number 2956162  
Customs Recordation Number 05-00621

**NFC EAST PRIMARY LOGOS**

DAI LAS COWBOYS



NEW YORK GIANTS



Class 25 TM Registration Number 3005355  
Customs Recodation Number 06-02759

PHILADELPHIA EAGLES



Class 25 TM Registration Number 3455303  
Customs Recodation Number 08-00310

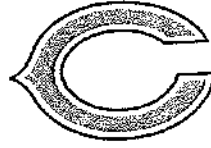
WASHINGTON REDSKINS



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**NFC NORTH PRIMARY LOGO**

CHICAGO BEARS



Class 25 TM Registration Number 3222567  
Customs Recodation Number 07-00965

DETROIT LIONS



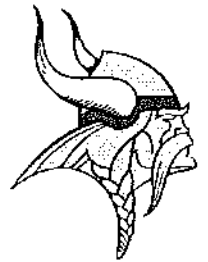
Class 25 TM Registration Number 3809400  
Customs Recodation Number 01 00947

GREEN BAY PACKERS



Class 25 TM Registration Number 3258912

MINNESOTA VIKINGS



Class 25 TM Registration Number 2876746  
Customs Recodation Number 04-01066

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# NFC SOUTH PRIMARY LOGOS

ATLANTA FALCONS



Class 25 TM Registration Number: 2952278  
Customs Recordation Number: 05-03475

CAROLINA PANTHERS



Class 25 TM Registration Number: 2019429  
Customs Recordation Number: 04-01103

# NFC WEST PRIMARY LOGOS

ARIZONA CARDINALS



Class 25 TM Registration Number: 3268680  
Customs Recordation Number: 07-01197

ST. LOUIS RAMS



Class 25 TM Registration Number: 2541067  
Customs Recordation Number: 05-03821

NEW ORLEANS SAINTS



Class 25 TM Registration Number: 3155859  
Customs Recordation Number: 07-00811

TAMPA BAY BUCCANERS



Class 25 TM Registration Number: 2403280  
Customs Recordation Number: 06-00713

SAN FRANCISCO 49ERS



Class 25 TM Registration Number: 3630975  
Customs Recordation Number: 09-00763

SEATTLE SEAHAWKS



Class 25 TM Registration Number: 2719990  
Customs Recordation Number: 06-00768

NIKE JERSEYS

AUTHENTIC NIKE JERSEY - NECK LINES

(b)(7)(E)

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REEBOK JERSEYS

AUTHENTIC REEBOK ON FIELD JERSEY

AUTHENTIC NECKLINE OF REEBOK  
ON FIELD JERSEY

(b)(7)(E)

HERSEYS: COUNTERFEIT

COUNTERFEIT

COUNTERFEIT

(b)(7)(E)

MITCHELL & NESS JERSEY LABELS

AUTHENTIC VS. COUNTERFEIT

COUNTERFEIT

AUTHENTIC

(b)(7)(E)

## T-SHIRTS

### COUNTERFEIT

**DALLAS**  
★  
**SUCKS**

- NFL licensed merchandise will never favor one Club over another or make derogatory use of another Club's marks

25

## AUTHENTIC VS. COUNTERFEIT

### COUNTERFEIT



26





COUNTERFEIT

COUNTERFEIT

(b)(7)(E)

AUTHENTIC

COUNTERFEIT

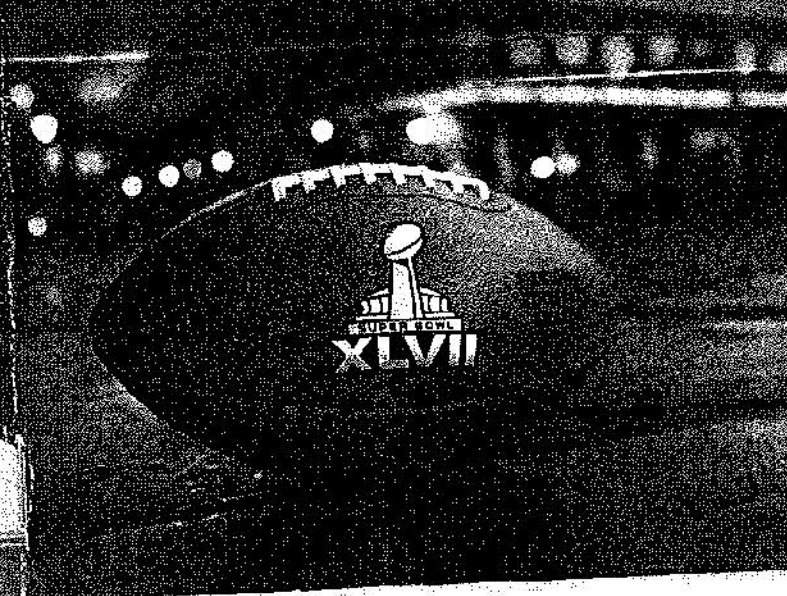
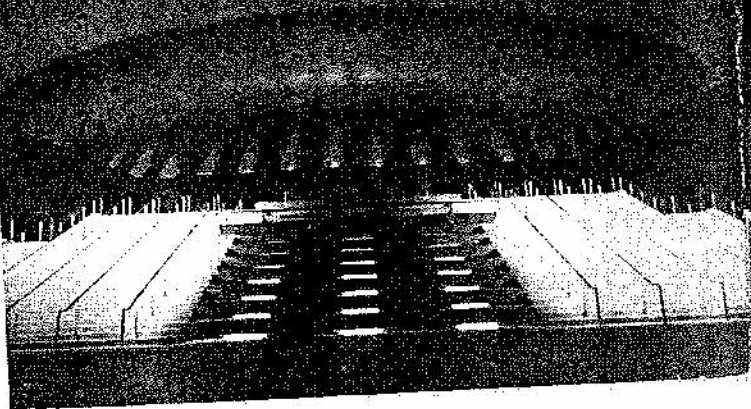
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NATIONAL FOOTBALL LEAGUE

**SUPER BOWL XLVII**  
**ANTI-COUNTERFEITING MANUAL**  
**CONFIDENTIAL**  
**FOR AUTHORIZED LAW ENFORCEMENT ONLY**



(b)(7)(E)

NOTE

JEFFREYS

(b)(7)(E)

(b)(7)(E)

HEADWEAR

(b)(7)(E)

PRIMARY



SUPER BOWL WORD: Class 25 TM Registration Number 2954420  
Customs Recordation Number 05-00594

PRIMARY



PRO BOWL WORD: Class 25 TM Registration Number 3847647  
Customs Recordation Number 10-01056

REGIONAL  
(Used locally except in Stadium)



SUPER BOWL WORD: Class 25 TM Registration Number 2954420  
Customs Recordation Number 05-00594

CURRENT



SHIELD: Class 25 TM Reg No. 358281  
Customs Recordation Number 09-00094  
WORD: Class 25 TM Reg No. 3394343  
Customs Recordation Number N/A

1983-2008



SHIELD: Class 25 TM Reg No. 2941347  
Customs Recordation No. 05-00568  
WORD: Class 25 TM Reg No. 3394343  
Customs Recordation Number N/A

CURRENT



AFC: US Reg No. In Class 25 4170963  
Customs Recordation No. 12-00818

1980-2009



AFC: Class 25 TM Registration Number 3192455

CURRENT



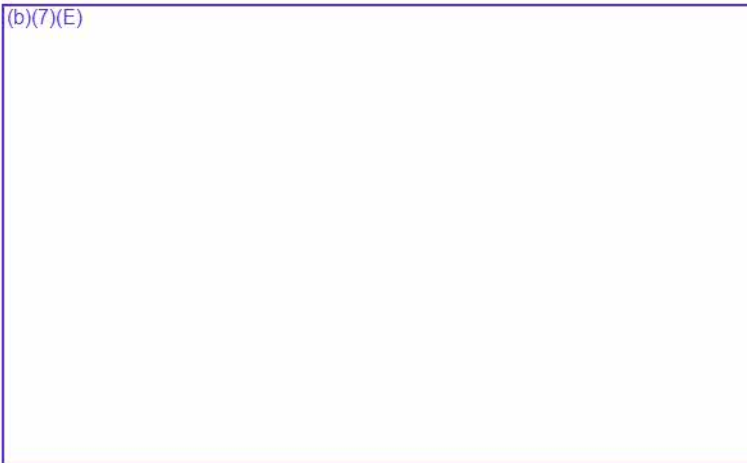
NFC: Class 25 TM Registration Number 3192455

1980-2009



NFC: Class 25 TM Registration Number 3192456

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HELMET



Class 25 TM Registration No. N/A  
Customs Recordation No. N/A

PRIMARY MARK



Class 25 TM Registration No. 2497192  
Customs Recordation No. 04-01109

PRIMARY LOGOTYPE



Class 25 TM Registration No. 2177214  
Customs Recordation No. 04-01105

MARK W/ LOGOTYPE



Class 25 TM Registration Nos. 2497192 (logo)  
& 2177214 (wordmark)  
Customs Recordation Nos. 04-01104 (logo)  
& 04-01105 (wordmark)

HOME JERSEY



Class 25 TM Registration No. 3155619  
Customs Recordation No. N/A

AWAY JERSEY



Class 25 TM Registration No. 3155620  
Customs Recordation No. N/A

SECONDARY LOGOS



Class 25 TM Registration No. 29440200  
Customs Recordation No. 06-00761



Class 25 TM Registration No. 3244778  
Customs Recordation No. N/A



Class 25 TM Registration No. N/A  
Customs Recordation No. N/A



THIRD JERSEY

Class 25 TM Registration No. N/A  
Customs Recordation No. N/A

HELMET



Class 25 TM Registration No. 1800150  
Customs Recodation No. 05-00132

PRIMARY MARK



Class 25 TM Registration No. 2497192  
Customs Recodation No. 03-00763

PRIMARY LOGOTYPE 1



Class 25 TM Registration No. 3535002  
Customs Recodation No. N/A

PRIMARY LOGOTYPE 2



Class 25 TM Registration No. 3535982  
Customs Recodation No. N/A

HOME JERSEY



Class 25 TM Registration No. N/A  
Customs Recodation No. N/A

AWAY JERSEY



Class 25 TM Registration No. N/A  
Customs Recodation No. N/A

(b)(7)(E)

NIKE JERSEYS

AUTHENTIC NIKE JERSEY

AUTHENTIC NIKE JERSEY - NECK LINES

(b)(7)(E)

(b)(7)(E)

COUNTERFEIT

COUNTERFEIT

(b)(7)(E)

(b)(7)(E)

COUNTERFEIT

**DALLAS**  
★  
**SUCKS**

- NFL licensed merchandise will never favor one Club over another or make derogatory use of another Club's marks

COUNTERFEIT







COUNTERFEIT

COUNTERFEIT

(b)(7)(E)

AUTHENTIC

COUNTERFEIT

(b)(7)(E)





# National Football League Counterfeit Merchandise Training 2012

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For Authorized Law Enforcement Only  
National Football League

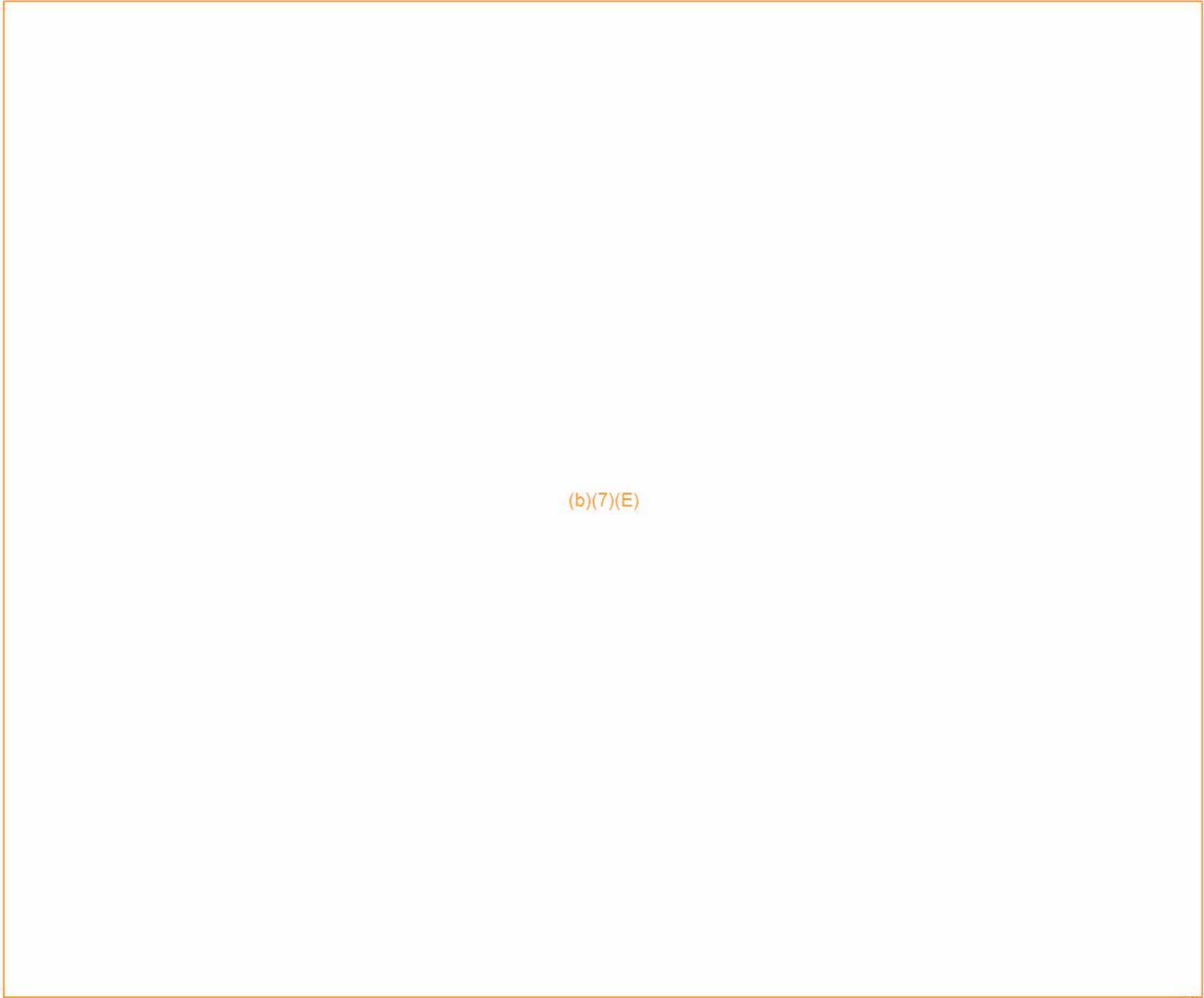


NATIONAL FOOTBALL LEAGUE



# NFL Holograms

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# NFL Apparel: Hangtags



(b)(7)(E)

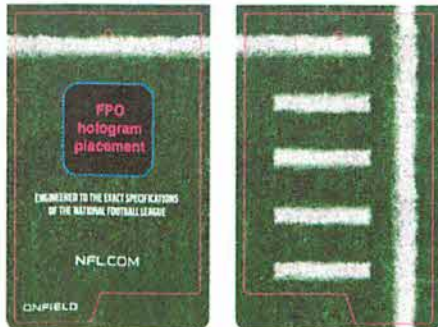




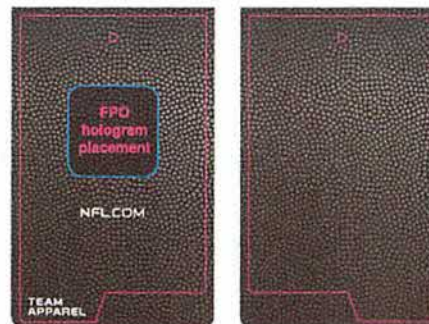
# NFL Jerseys: Hangtags

(b)(7)(E)

On Field



Team Apparel



Training





# Authentic vs. Counterfeit: Hologram

(b)(7)(E)



# Authentic vs. Counterfeit: Mitchell & Ness Neck Labels

(b)(7)(E)



# Authentic vs. Counterfeit: Jerseys

(b)(7)(E)



## Authentic vs. Counterfeit: T-Shirts

- NFL licensed merchandise will never favor one Club over another or make derogatory use of another Club's marks.



**Counterfeit**



**Counterfeit**



## Authentic vs. Counterfeit: T-Shirts (Cont'd)

Counterfeit

Counterfeit

(b)(7)(E)



# Authentic vs. Counterfeit: Headwear Labels

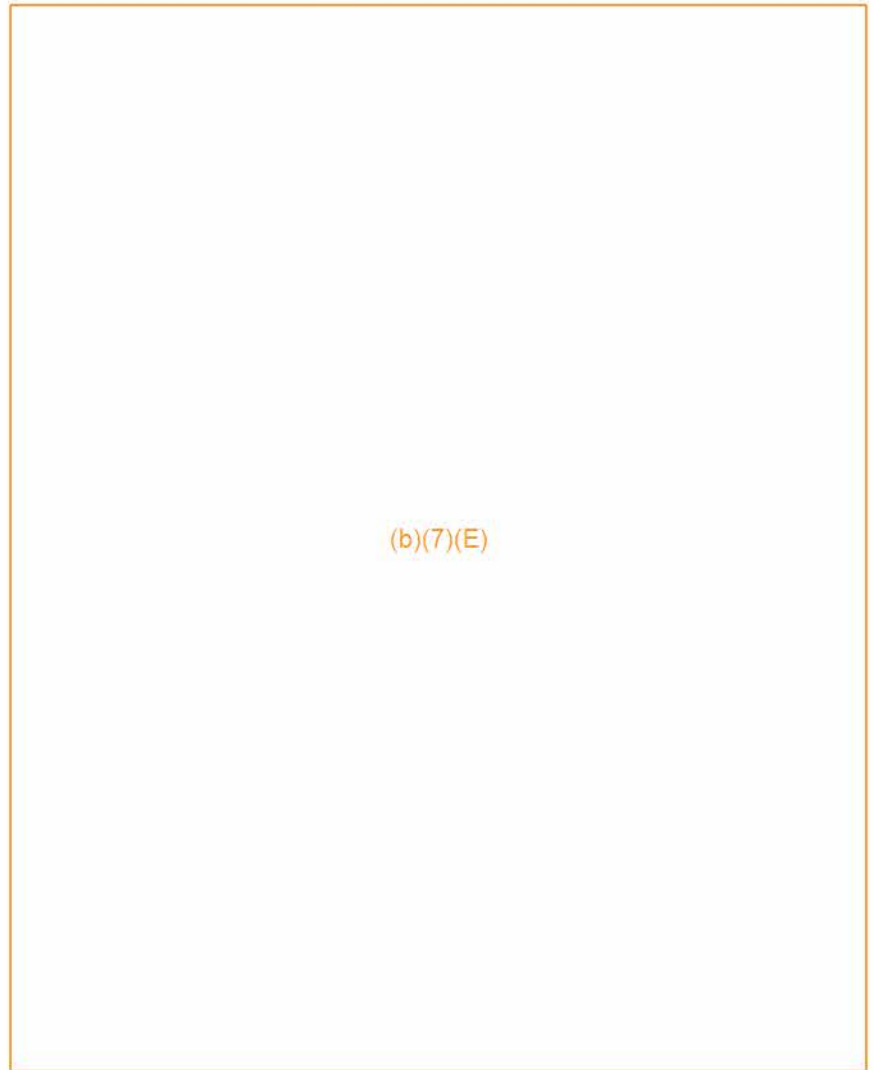
Authentic



Authentic



Counterfeit





# Super Bowl XLV & Pro Bowl Logos







## NFL CONTACT INFORMATION

(b)(6);(b)(7)(C)

Vice President, Legal Affairs  
345 Park Avenue  
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212-450- (b)(6);(b)(7)(C) (direct)  
917-816- (b)(6);(b)(7)(C) (mobile)

(b)(6);(b)(7)(C)

If More Than 1 League:

(b)(6);(b)(7)(C)

Trademark Management, Inc.  
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Coeur d' Alene, ID 83814  
(208) 292- (b)(6);(b)(7)(C)

(b)(6);(b)(7)(C)

(b)(6);(b)(7)(C)

Assistant Counsel  
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347-931- (b)(6);(b)(7)(C) (mobile)

(b)(6);(b)(7)(C)

(b)(6);(b)(7)(C)

Trademark Manager  
345 Park Avenue  
New York, NY 10154  
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516-661- (b)(6);(b)(7)(C) (mobile)

(b)(6);(b)(7)(C)

**CONFIDENTIAL**  
For Law Enforcement Only

# ANTI-COUNTERFEITING MANUAL 2014 - 2015



NATIONAL FOOTBALL LEAGUE

## HOLOGRAMS

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## NOTES

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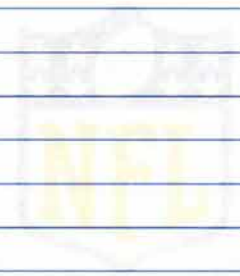
## T-SHIRTS

(b)(7)(E)

## HEADWEAR

(b)(7)(E)

## NOTES



## CONTACTS

(b)(6);(b)(7)(C)

Senior Vice President/Chief Litigation Officer

w: 1-212-450-(b)(6)

c: 1-917-816-(b)(7)(C)

(b)(6);(b)(7)(C)

(b)(6);(b)(7)(C)

Associate Counsel

w: 1-212-450-(b)(7)(C)

c: 1-347-931-(b)(7)(C)

(b)(6);(b)(7)(C)

(b)(6);(b)(7)(C)

Senior Trademark and Digital Rights Manager

w: 1-212-450-(b)(7)(C)

c: 1-516-661-(b)(7)(C)

(b)(6);(b)(7)(C)

(b)(6);(b)(7)(C)

Assistant Counsel

w: 1-212-450-(b)(7)(C)

c: 1-646-628-(b)(7)(C)

(b)(6);(b)(7)(C)

### For Counterfeit Ticket Investigations:

(b)(6);(b)(7)(C)

Director of Investigative Services

w: 1-212-450-(b)(7)(C)

c: 1-646-599-(b)(7)(C)

(b)(6);(b)(7)(C)

## JERSEYS

(b)(7)(E)

PRIMARY



**SUPER BOWL WORD:** Class 25 TM Registration Number: 2954420  
Customs Recordation Number: 05-00594

REGIONAL

(Used locally except in Stadium)



**SUPER BOWL WORD:** Class 25 TM Registration Number: 2954420  
Customs Recordation Number: 05-00594

(b)(7)(E)

## HEADWEAR LABELS

### AUTHENTIC



### AUTHENTIC



## PRO BOWL

PRIMARY



**PRO BOWL WORD:** Class 25 TM Registration Number: 3847647  
Customs Recordation Number: 10-01056



## NFL SHIELD

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CURRENT



**SHIELD** Class 25 TM Registration Number: 3581281  
Customs Recodation Number: 09-00094

**WORD** Class 25 TM Registration Number: 3394343  
Customs Recodation Number: N/A

1983-2008



**SHIELD** Class 25 TM Registration Number: 2941347  
Customs Recodation Number: 05-00568

**WORD** Class 25 TM Registration Number: 3394343  
Customs Recodation Number: N/A

(b)(7)(E)

## AUTHENTIC VS. COUNTERFEIT

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COUNTERFEIT

(b)(7)(E)

## T-SHIRTS

### COUNTERFEIT

(b)(7)(E)

## CONFERENCE MARKS

CURRENT



**AFC:** Class 25 TM Registration Number: 4170983  
Customs Recordation Number: 12-00818

1980-2009



**AFC:** Class 25 TM Registration Number: 3192495

CURRENT



**NFC:** Class 25 TM Registration Number: 3192496  
Customs Recordation Number: 13-00089

1980-2009



**NFC:** Class 25 TM Registration Number: 3192496

## BUFFALO BILLS



Class 25 TM Registration Number: 2,571,410  
Customs Recordation Number: 06-00767

## NEW ENGLAND PATRIOTS



Class 25 TM Registration Number: 2,755,546  
Customs Recordation Number: 04-01134

## MIAMI DOLPHINS



Class 25 TM Registration Number: 3,542,446  
Customs Recordation Number: 09-00010

## NEW YORK JETS



Class 25 TM Registration Number: 2,315,786  
Customs Recordation Number: 04-01132

## AUTHENTIC VS. COUNTERFEIT

### COUNTERFEIT



## T-SHIRTS

### COUNTERFEIT



- NFL licensed merchandise will never favor one Club over another or make derogatory use of another Club's marks

## AFC NORTH PRIMARY LOGOS

BALTIMORE RAVENS



Class 25 TM Registration Number 2,497,192  
Customs Recordation Number 04-0104

CINCINNATI BENGALS



Class 25 TM Registration Number 3,130,661  
Customs Recordation Number 07-00810

CLEVELAND BROWNS



Class 25 TM Registration Number 2,012,986  
Customs Recordation Number 04-01096

PITTSBURGH STEELERS



Class 25 TM Registration Number 3,050,054  
Customs Recordation Number 06-00803

HOUSTON TEXANS



Class 25 TM Registration Number: 2,666,988  
Customs Recordation Number: 04-01113

INDIANAPOLIS COLTS



Class 25 TM Registration Number: 3,245,978  
Customs Recordation Number: 11-01200

JACKSONVILLE  
JAGUARS



Class 25 TM Registration Number: 3,347,205  
Customs Recordation Number: 08-00135

TENNESSEE TITANS



Class 25 TM Registration Number: 2,472,018  
Customs Recordation Number: 05-00119

**COUNTERFEIT**

(b)(7)(E)

## MITCHELL & NESS JERSEY LABELS

### AUTHENTIC



### AUTHENTIC



## AFC WEST PRIMARY LOGOS

### DENVER BRONCOS



Class 25 TM Registration Number: 2,177,555  
Customs Recordation Number: 04-01100

### KANSAS CITY CHIEFS



Class 25 TM Registration Number: 3,019,465  
Customs Recordation Number: 06-00760

### OAKLAND RAIDERS



Class 25 TM Registration Number: 1,771,383  
Customs Recordation Number: 05-00120

### SAN DIEGO CHARGERS



Class 25 TM Registration Number: 2,956,462  
Customs Recordation Number: 05-00621

DALLAS COWBOYS



Class 25 TM Registration Number 3,245,978  
Customs Recordation Number 11-01200

NEW YORK GIANTS



Class 25 TM Registration Number 3,005,335  
Customs Recordation Number 06-00769

PHILADELPHIA EAGLES



Class 25 TM Registration Number 3,456,353  
Customs Recordation Number 08-00810

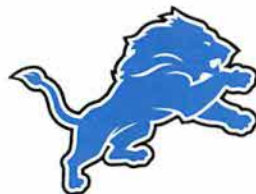
WASHINGTON REDSKINS



(b)(7)(E)

CHICAGO BEARS

DETROIT LIONS



Class 25 TM Registration Number: 3,222,957  
Customs Recordation Number: 07-00806

Class 25 TM Registration Number: 3,809,700  
Customs Recordation Number: 10-00947

(b)(7)(E)

GREEN BAY PACKERS

MINNESOTA VIKINGS



Class 25 TM Registration Number: 3,258,812  
Customs Recordation Number: 11-01187

Class 25 TM Registration Number: 2,876,746  
Customs Recordation Number: 04-01066



## ATLANTA FALCONS



Class 25 TM Registration Number: 2,953,278  
Customs Recordation Number: 06-00475

## CAROLINA PANTHERS



Class 25 TM Registration Number: 2,010,429  
Customs Recordation Number: 04-01103

## NEW ORLEANS SAINTS



Class 25 TM Registration Number: 3,135,839  
Customs Recordation Number: 07-00811

## TAMPA BAY BUCCANEERS



Class 25 TM Registration Number: 2,203,280  
Customs Recordation Number: 06-00743

## REEBOK ON FIELD JERSEYS

### NECKLINE OF AUTHENTIC REEBOK ON FIELD JERSEY



## REEBOK ON FIELD JERSEYS

### AUTHENTIC REEBOK ON FIELD JERSEY



(b)(7)(E)

## NFC WEST PRIMARY LOGOS

### ARIZONA CARDINALS



Class 25 TM Registration Number: 3,288,680  
Customs Recordation Number: 07-01137

### ST. LOUIS RAMS



Class 25 TM Registration Number: 2,541,067  
Customs Recordation Number: 06-00821

### SAN FRANCISCO 49ERS



Class 25 TM Registration Number: 3,630,975  
Customs Recordation Number: 09-00763

### SEATTLE SEAHAWKS



Class 25 TM Registration Number: 2,719,990  
Customs Recordation Number: 06-00768

## NIKE ON FIELD JERSEYS

### AUTHENTIC NIKE ON FIELD JERSEY



(b)(7)(E)

## NIKE ON FIELD JERSEYS

### AUTHENTIC NIKE ON FIELD JERSEY - NECK LINES



# NIKE BRAND PROTECTION



COUNTERFEIT

GENUINE

(b)(7)(E)

NIKE TRADEMARKS

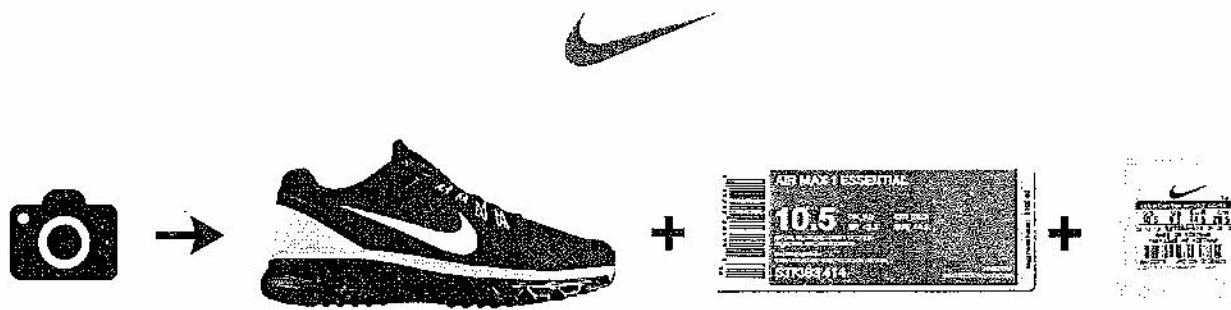
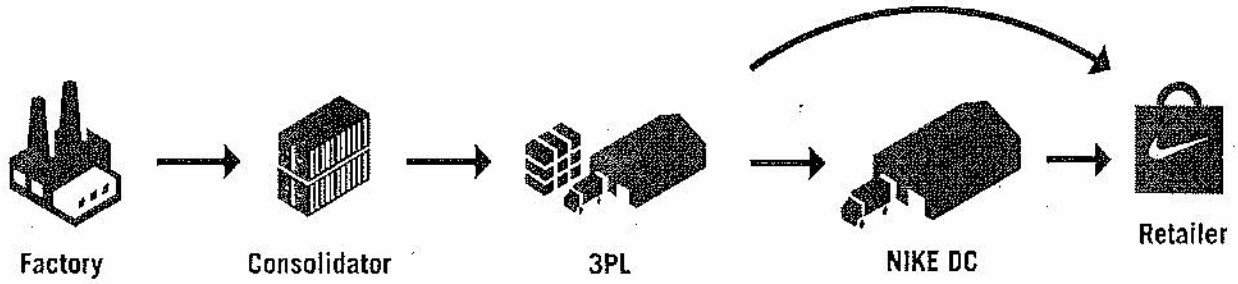


*nike*



CONFIDENTIAL

# USA – SUPPLY CHAIN ROUTE





→

(b)(6);(b)(7)(C)



→

Disclaimer 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.

(b)(7)(E)

NIKE TRADEMARKS



*nike*



CONFIDENTIAL



**Contact Information**

(b)(6);(b)(7)(C)  
North America Brand Protection Manager  
Nike, Inc.  
One Bowerman Dr.  
Beaverton, OR 97005  
Phone: 503671. (b)(6);  
Fax: 503.646.6926  
Email: (b)(6);(b)(7)(C)

# Nike – Footwear & Apparel Manufacturing & Distribution

(b)(7)(E)



# Nike Footwear

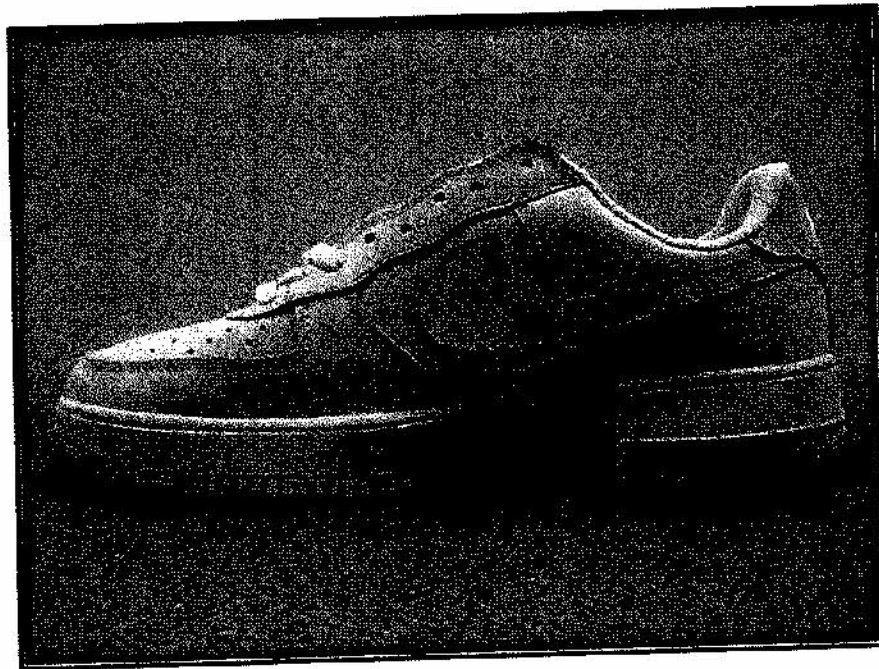
(b)(7)(E)

# Nike Footwear Authentication

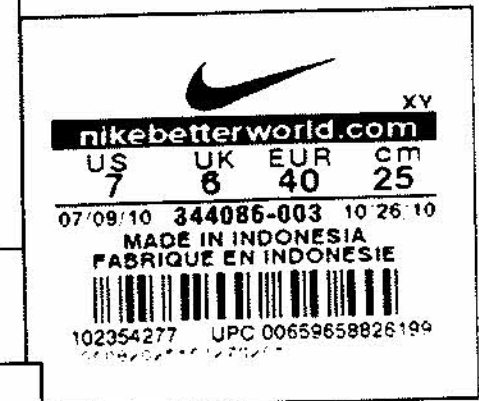
Send To:

(b)(6);(b)(7)(C)

Side profile of shoe



Label from inside of shoe –  
All information must be legible



June 26, 2012

# Nike Apparel

(b)(7)(E)

# Nike Apparel Authentication

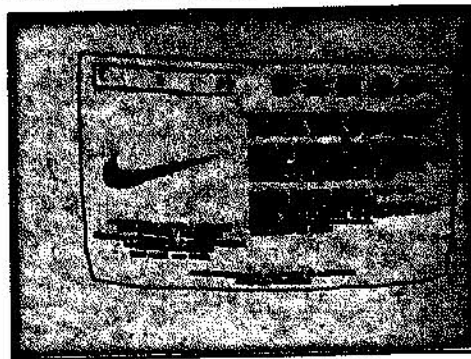
Send To:

(b)(6);(b)(7)(C)

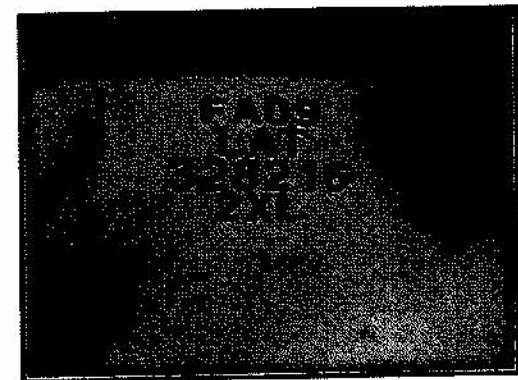
- Overall photo of product
- Photos of all labels and hangtags (Note: The labels and hangtag shown is just one example of the many styles of labels and hangtags used by Nike.)



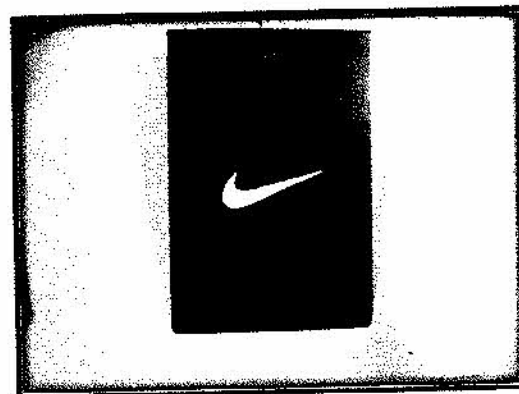
Overall View



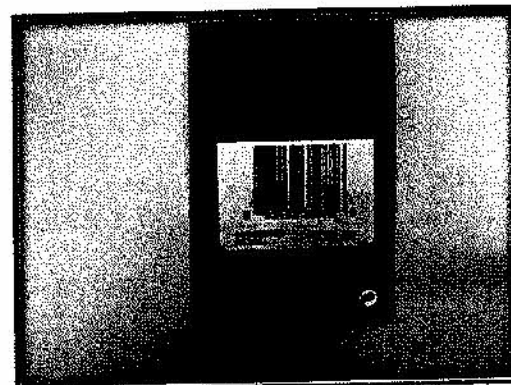
Care & Content Label



ID Label



Hangtag - Front



Hangtag-Back

June 26, 2012

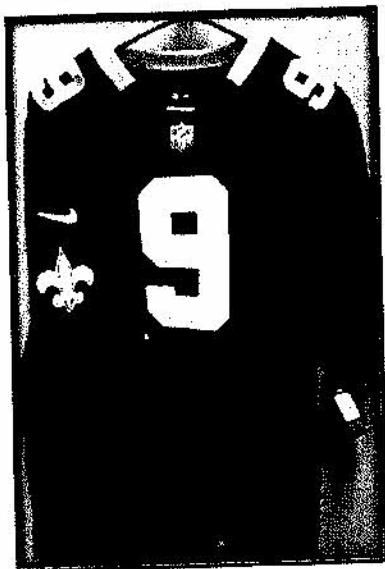
2015-ICLI-00027 6228

# Nike NFL Jersey Authentication

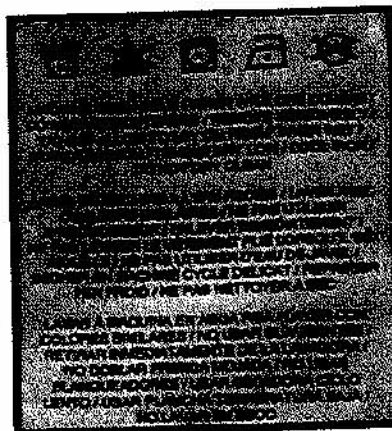
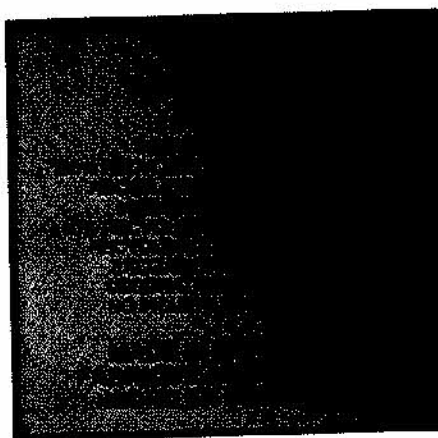
Send To:

(b)(6);(b)(7)(C)

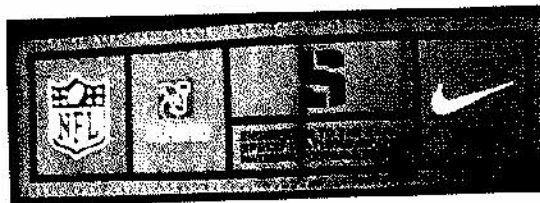
- Overall photo of product
- Photos of all labels and hangtags



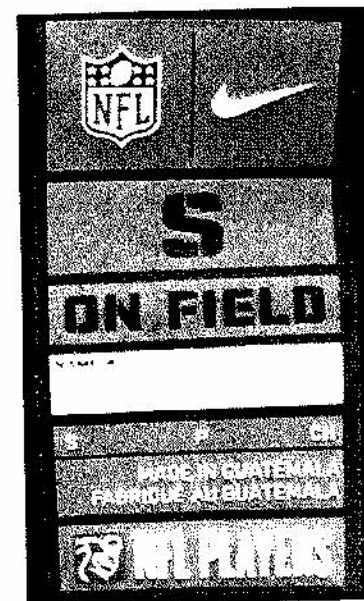
Overall View



Care & Content Label – Front & Back



Jock Tag



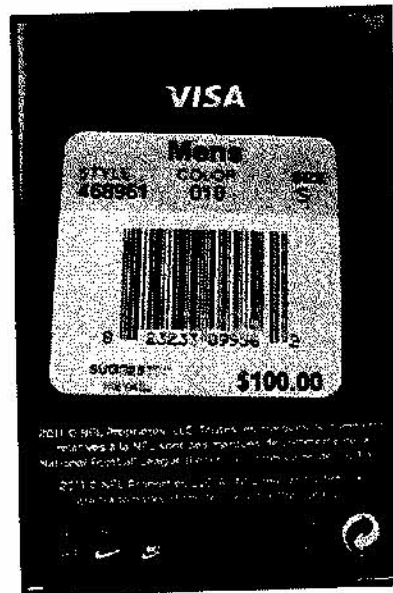
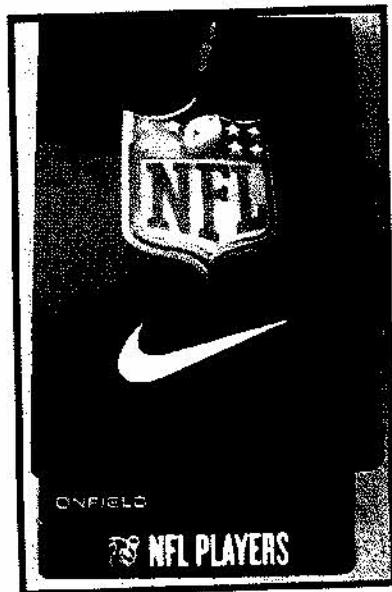
Neck Label

# Nike NFL Jersey Authentication

Send To:

(b)(6);(b)(7)(C)

- Overall photo of product
- Photos of all labels and hangtags



Hangtag – Front & Back



ID Label



NFL Shield

# Nike Trademarks\*

## NIKE

- Reg. No. 1,214,930
- Class: 25
- Goods: Footwear
  
- Reg. No. 1,277,066
- Class: 25
- Goods: Apparel
  
- Reg. No. 2,196,735
- Class: 14
- Goods: Watches



Reg. No. 1,323,342  
Class: 25  
Goods: Footwear and Apparel

Reg. No. 2,237,852  
Classes: 9 & 14  
Goods: Sunglasses and Watches

Reg. No. 3,218,672  
Class: 28  
Goods: Golf Clubs, Golf Balls,  
Golf Club Grips, Golf Bags, Golf Tees,  
Head Covers for Golf Clubs,  
Golf Ball Markers

\* These are the most common Nike trademarks.  
Please contact (b)(6);(b)(7) for additional trademark information.

June 26, 2012

# Nike Trademarks\*



- Reg. No.: 1,325,938
- Class: 25
- Goods: Footwear
  
- Reg. No.: 1,237,469
- Class: 25
- Goods: Apparel
  
- Reg. No.: 2,209,815
- Class: 14
- Goods: Watches



Reg. No.: 1,558,100  
Class: 25  
Goods: Footwear & Apparel

June 26, 2012

\*These are the most common Nike trademarks.  
Please contact [\(b\)\(6\);\(b\)\(7\)](#) for additional trademark information.



# MSRPs

- Air Force I Shoes: \$88 high/\$92 low
- Air Jordan Shoes: \$125 (average)
- T-Shirts: \$25-\$30 (average)
- NFL Jerseys: Game \$100/Elite \$250
- Please visit [www.nike.com](http://www.nike.com) for addition prices  
or call (b)(6);(b)(7)(C)

June 26, 2012

# Converse – Footwear & Apparel Manufacturing & Distribution

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- 
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- 
- 
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- 
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(b)(7)(E)

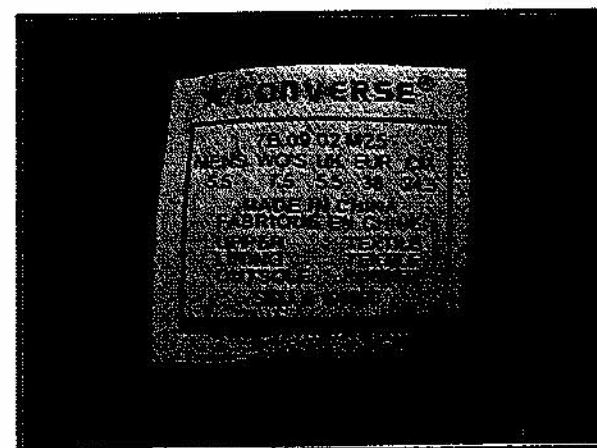
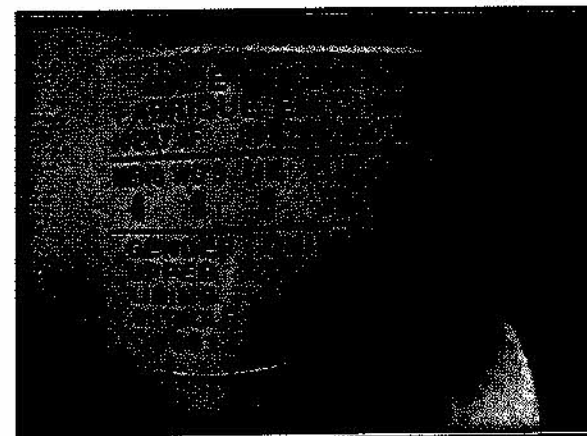
# Converse Footwear Authentication

Send To:

(b)(6);(b)(7)(C)

Side profile of shoe

Label from inside of the shoe – All information must be legible



June 26, 2012

# Converse Apparel Authentication

Send To:

(b)(6);(b)(7)(C)

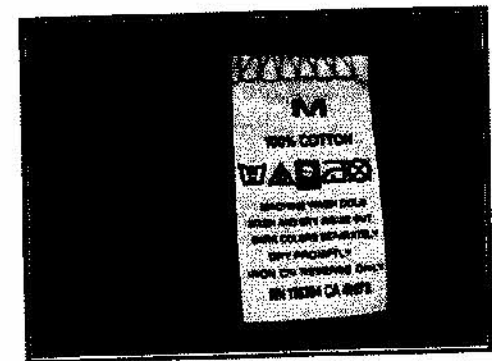
- Overall photo of product
- Photos of all labels and hangtags (Note: The label and hangtag shown is just one example of the many labels and hangtags used by Converse.)



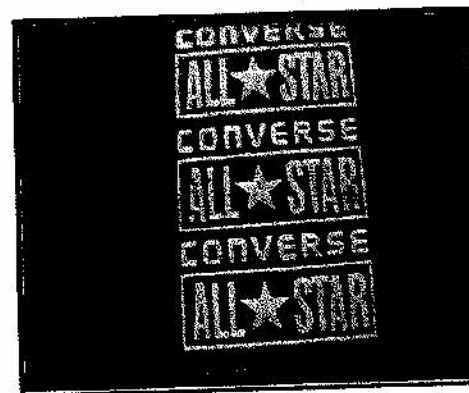
Overall View



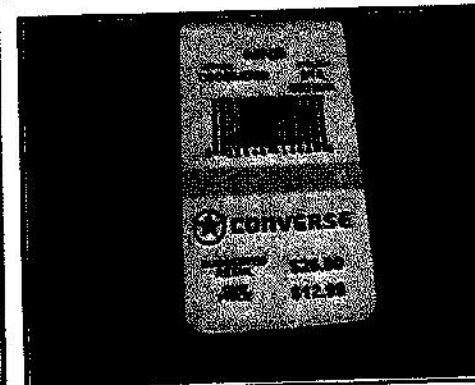
Size & Country of Origin Label



Care & Content Label



Hangtag - Front



Hangtag - Back

June 26, 2012

# Converse Trademarks\*

**CONVERSE**



- Reg. No. 868,375
- Class: 25
- Goods: Footwear
  
- Reg. No. 1,863,363
- Class: 25
- Goods: Apparel

Reg. No. 1,138,469

Class: 25

Goods: Footwear

Reg. No. 1,877,671

Class: 25

Goods: Apparel

\*These are the most common Converse trademarks.  
Please contact (b)(6);(b)(7) for additional trademark information.

# Converse Trademarks\*



- Reg. No. 1,981,319
- Class: 25
- Goods: Apparel
  
- Reg. No. 1,146,876
- Class: 25
- Goods: Footwear



- Reg. No. 1,868,414
- Class: 25
- Goods: Footwear
  
- Reg. No. 3,427,396
- Class: 25
- Goods: Apparel

\*These are the most common Converse trademarks.  
Please contact (b)(6):(b) for additional trademark information.

June 26, 2012

# MSRPs

- Chuck Taylor Shoes: \$45 (high and low)
- T-Shirts: \$25-\$30
- Please visit [www.converse.com](http://www.converse.com) for additional prices or call (b)(6);(b)(7)(C)

# Nike Golf, Hurley, Cole Haan & Umbro

- Please contact (b)(6);(b)(7)(C) at (b)(6);(b)(7)(C) or 503.671.(b)(6);(b)(7)(C) for information and authentication.

June 26, 2012





# MAJOR LEAGUE BASEBALL® Licensed Products Official Identification Guidelines

**Look for...** LABELS, HOLOGRAMS, HANGTAGS, and printed NOTICES.

**“MLB AUTHENTIC COLLECTION”** – typically, merchandise identical to products worn or used on field or in the clubhouse (e.g., jerseys, jackets, fitted caps, gloves, necklaces, baseballs, etc.)

(b)(7)(E)

(b)(7)(E)

## IDENTIFYING THE COUNTERFEITS

If one or more of the following are present, the product may be counterfeit:

(b)(6);(b)(7)(C);(b)(7)(E)



HOW TO IDENTIFY LICENSED NBA MERCHANDISE – LOOK FOR:

(b)(7)(E)

(b)(7)(E)

# New Era Cap Company Ltd Counterfeit Enforcement Guide

(b)(7)(E)

(b)(7)(E)

# Counterfeit Products

(b)(7)(E)

## Contact

**US & Latin America Contact:**  
**Kevin McPherson, Manager, Brand Protection US & Latin America**  
**PO Box 11768, Milwaukee, WI 53217**  
**Telephone: 414-446-(b)(6) Fax: 414-446-4691**  
**Email: (b)(6);(b)(7)(C)**

**ANTI-COUNTERFEITING  
MANUAL 2012**





# Product Identification Reference

(b)(7)(E)

**adidas Group contact for all anti-counterfeiting needs:**

(b)(6);(b)(7)(C)

**adidas Group**

**5055 N. Greeley Avenue**

**Portland, OR 97217**

**Direct: 971-234-** (b)(6);(b)(7)(C)





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TaylorMade.....	Pg. 12-13
Reebok.....	Pg. 14-16
Mitchell & Ness.....	Pg. 17-18

### Frequently Found Fakes and approx. MSRP

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# TaylorMade® Brand Protection


## KEY TRADEMARKS & RECORDATIONS

Mark	Recordation No.	Reg. No.	Class
TAYLOR MADE	TMK 03-00381	1,200,542	28
	TMK 09-00250	1,424,909	25
	TMK 09-00337	1,374,009	28
	TMK 09-00296	1,420,059	18, 25, 28
	TMK 03-00374	2,557,110	18, 25, 28
	TMK 03-00379	2,557,111	18, 25, 28
BURNER	TMK 09-00338	1,411,498	28
M3	TMK 06-00090	2,855,234	28
MISCELA	TMK 06-00118	2,849,452	28
NOODLE	TMK 06-00121	2,730,217	28
R7	TMK 06-00123	3,032,873	25, 28
R9	TMK 10-01266	3,652,607	28
R11	TMK 11-01171	3,951,066	28
ROSSA	TMK 06-00091	2,820,220	28
	TMK 06-00120	2,870,101	25, 28
	TMK 06-00092	2,909,018	28
TOUR PREFERRED	TMK 06-00122	2,903,581	28
	TMK 09-00332	1,272,937	
ASHWORTH	TMK 06-00579	1,938,132	25
	TMK 06-00580	1,856,825	
	TMK 06-00612	1,919,862	25
	TMK 06-00584	1,940,723	25
	TMK 06-00913	1,967,399	25
		1,621,300	25
		2,333,259	28
	TMK 99-00312	2080226	28

(b)(7)(E)

# *Mitchell & Ness* Brand Protection

## KEY TRADEMARKS & RECORDATIONS

Mark	Recordation No.	Reg. No.	Class
<i>Mitchell &amp; Ness</i>	TMK 04-00996	2,845,049	25
		2,860,284	
NOSTALGIA CO. <i>Mitchell &amp; Ness</i> PHILADELPHIA, PA. U.S.A.		4,073,491	25
MITCHELL & NESS		2,860,283	25
DEFINING AUTHENTIC		2,961,371	25
		2,955,065	25

(b)(7)(E)

(b)(7)(E)

# adidas® Product Identification Tips

## adidas Soccer

adidas Sponsored Club and Leagues to look for:



Major League Soccer



Chelsea FC



Real Madrid



AC Milan



FC Bayern Munich



Chivas Guadalajara

adidas Sponsored Federations Teams



Argentina



Denmark



Spain



Germany



Greece



Japan



Mexico



Nigeria



Paraguay



Slovakia



South Africa



Blank Replica - \$80 USD

(Price increases when Player Name & Number applied)

# adidas® Product Identification Tips

adidas / NBA LICENSED APPAREL

(b)(7)(E)

(b)(7)(E)

# Reebok Product Identification Tips

Reebok / NHL LICENSED APPAREL

(b)(7)(E)



*Mitchell & Ness* Product Identification Tips

(b)(7)(E)

# Fakes: Frequently Found in the US

(b)(7)(E)





NFL.COM

ONFIELD



NFL PLAYERS



TEXAS





NFL PLAYERS



NIKE  
NIKE



48

ON FIELD



187100042870

48

TG

EG

MADE IN HONDURAS  
FABRIQUÉ AU HONDURAS



NFL PLAYERS

ENGINEERED TO THE EXACT SPECIFICATIONS  
OF THE NATIONAL FOOTBALL LEAGUE

NFL.COM

ONFIELD



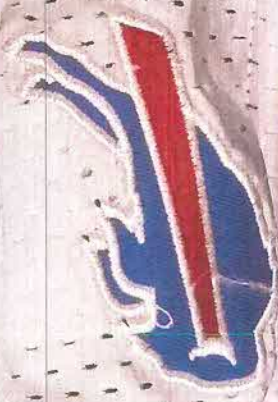
2015-ICLI-00027 6264

NFL PLAYERS





JACKSON





2015-ICLI-00027 6267



NFL PLAYERS



VISA

UPC

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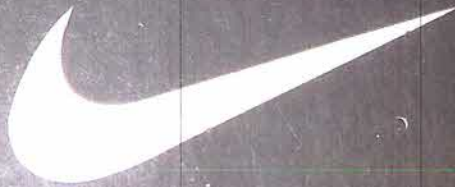
ike.com



IM# 493831

SWOOSH ©2011 Nike



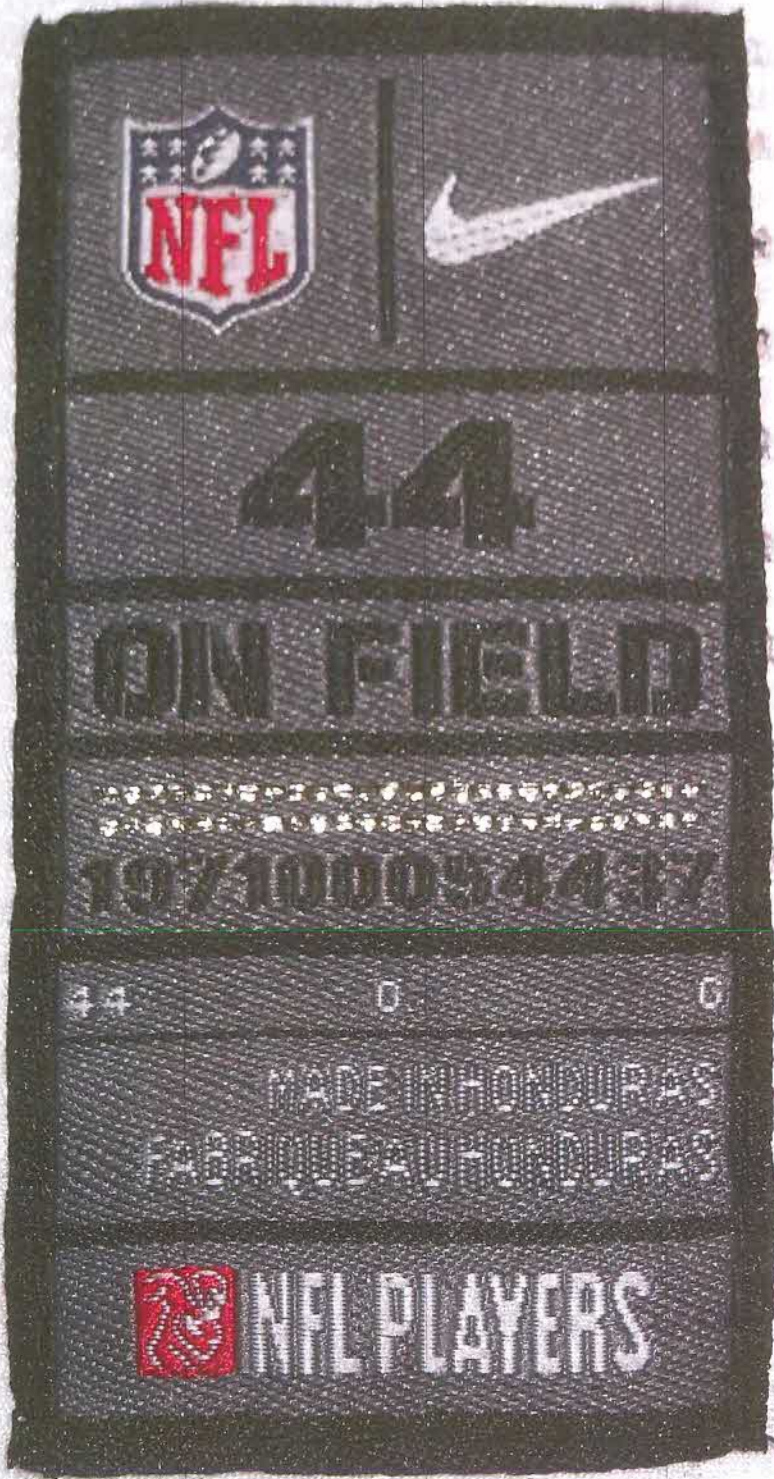


FIELD



**NFL PLAYERS**







**AUSTIN**

**OP**



HAMILTON

32

hp LASERJET  
hp LASERJET  
20  
CE  
CENSSA



(b)(6);(b)(7)  
(C)





WORLD SERIES

TEXAS



Authentic COLLECTION  
PERFORMANCE APPAREL  
Majestic  
SIZE 50

**COOL  
BASE™**

**Authentic™**  
COLLECTION  
PERFORMANCE APPAREL  
**Majestic®**  
SIZE 50

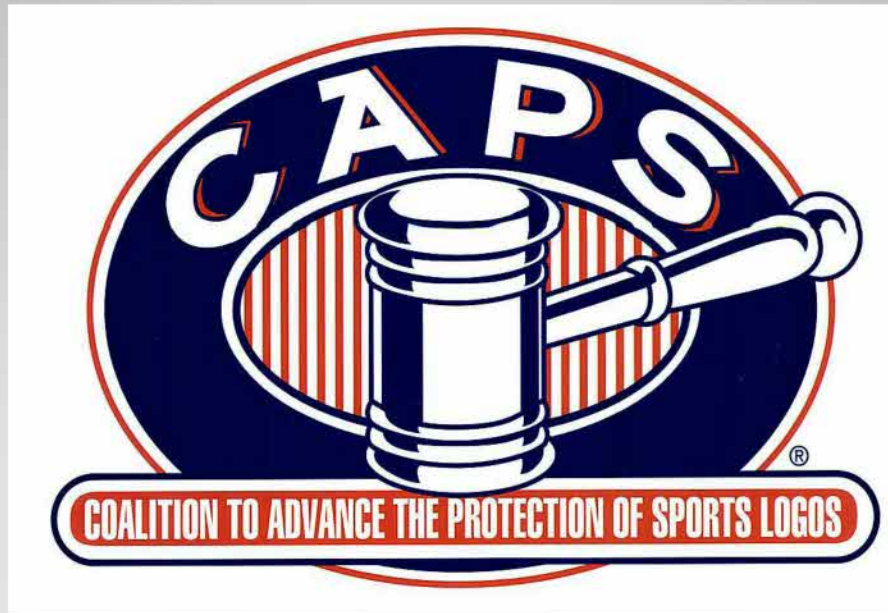












122 E. Poplar Avenue, Coeur d'Alene, ID 83814  
Phone (208)292-1010

(b)(6);(b)(7)(C)

[www.capsinfo.com](http://www.capsinfo.com)



- Over 200 Member Institutions, Conferences, Bowls & Other Properties



- 32 Teams
- American & National Conference
- Super Bowl



- 30 Teams
- American & National League
- World Series, Championship Series, Division Series



- 30 Teams
- Eastern & Western Conference
- The Stanley Cup



- 30 Teams
- All-Star Game
- NBA Finals

Celebrating 20 years  
in 2012!

# THE CAPS MEMBERS



(b)(6);(b)(7)(C)

(b)(6);(b)(7)(C)

Administrator

(b)(6);(b)(7)(C) Legal

Assistant

(b)(6);(b)(7)(C) Legal

Assistant

(b)(6);(b)(7)(C) Legal  
Assistant

(b)(6);(b)(7)(C) Legal Intern

(b)(6);(b)(7)(C)

(b)(6);(b)(7)(C) Support  
Staff

(b)(6);(b)(7)(C) Account  
Executive

(b)(6);(b)(7)(C) Support Staff



(b)(6);(b)(7)(C) Legal  
Assistant

# CAPS STAFF

## TRADEMARK MANAGEMENT



- Founded in 1993
- Administration of Civil and Criminal Enforcement
- Unique network of contacts
- Since inception, 10 million pieces of counterfeit goods worth \$369 million recovered from marketplace

## **BACKGROUND**



- CAPS Members do not manufacture product
- Wide variety of licensees and products
- Licensing Requirements
  - Strict quality control
  - Approval of product designs
  - Holograms
  - Labeling
- Products manufactured worldwide
- Varying price points

# LICENSING

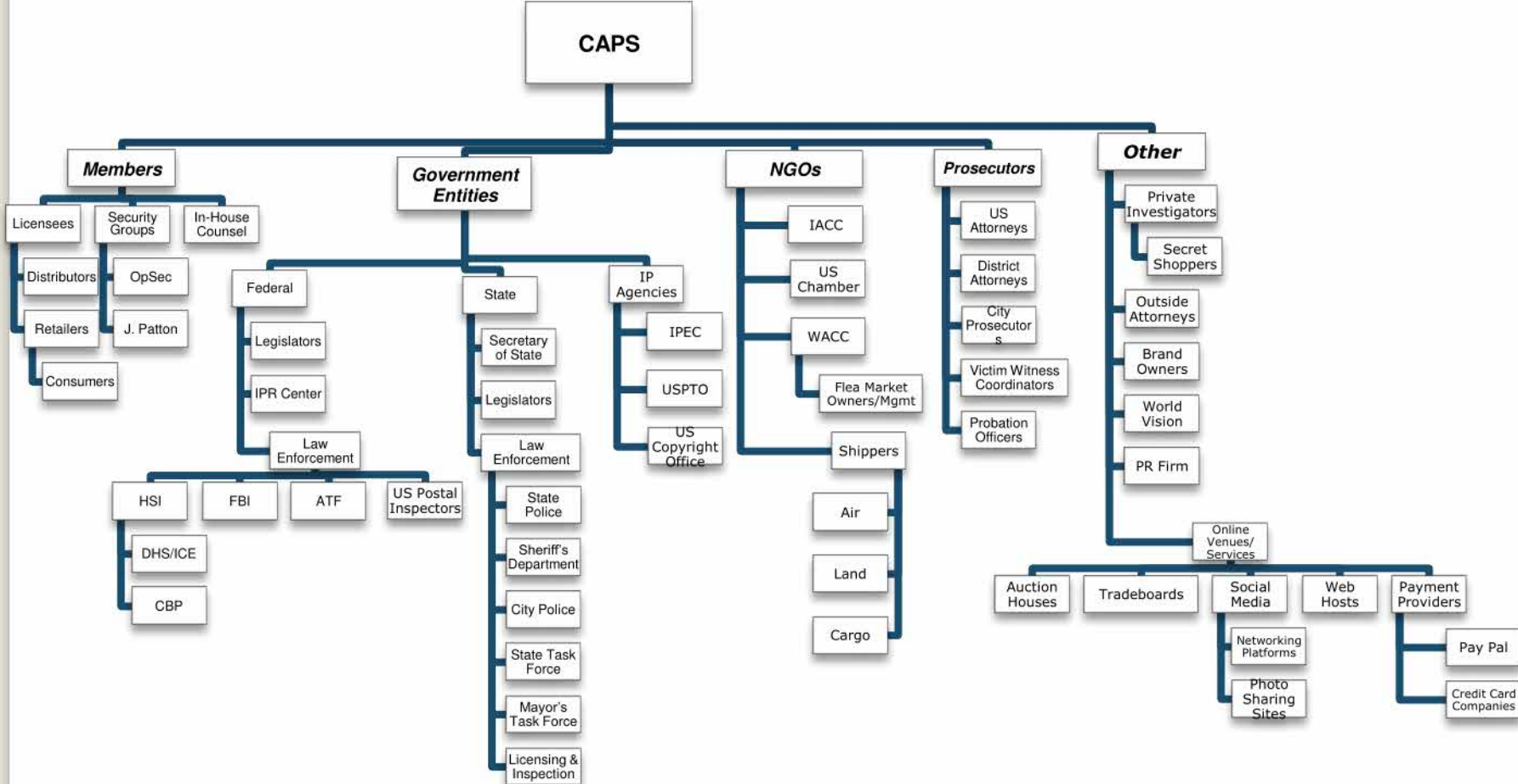


- Organize civil and criminal domestic and international investigative efforts on behalf of CAPS Members
- Receive and distribute leads from various sources
- C&Ds
  - Follow up
  - Settlements
- Criminal cases
  - Work with private investigators
  - Affidavits
  - Expert testimony
  - Prosecutorial assistance
- Product Identification
- Product ID training
- Maintain comprehensive database
  - Quarterly and yearly reports to CAPS Members
  - Network of Contacts
  - Information on all defendants that we've dealt with
- Online enforcement
  - Website takedowns
  - Auction site takedowns
  - Monitoring online sellers
- Legislative support

# WHAT CAPS DOES



# IP Network







For more information on IP theft please click on this banner

This domain name has been seized by U.S. Immigration and Customs Enforcement pursuant to a seizure warrant issued by a United States District Court under the authority of 18 U.S.C. §§ 981 and 2323.

*Willful copyright infringement is a federal crime that carries penalties for first time offenders of up to five years in federal prison, a \$250,000 fine, forfeiture and restitution (17 U.S.C § 506, 18 U.S.C. § 2319). Intentionally and knowingly trafficking in counterfeit goods is a federal crime that carries penalties for first time offenders of up to ten years in federal prison, a \$2,000,000 fine, forfeiture and restitution (18 U.S.C. § 2320).*

# IPR CENTER

- Products must be counterfeit in accordance with criminal statutes
- Need trademark registrations for exact mark in the exact class of goods
- Registrations must be recognized by jurisdiction

## **ENFORCEMENT CONSIDERATIONS**



## Stylized Words & Letters



## Designs, Logos & Word Marks



## Boston Bruins



# TYPES OF TRADEMARKS



Board
Trade-marks
Trade-marks Database
Basic Search
Advanced Search
Assistance
Trade-marks Opposition Board
Copyrights
Copyrights Database
Industrial Designs
Industrial Designs Database
Integrated Circuit Topographies
Learn about IP
IP Data Products
<b>Learn More</b>
About Us
What's New
Media Room
Client Corner
Publications
International
Consultations and Discussions
FAQs
Site Map
<b>Links</b>
Payments and Fees
Forms
Legislation
Canadian IP Links
International IP Links

(b)(7)(E)

**STATUS:** REGISTERED  
**FILED:** 1969-09-10  
**REGISTERED:** 1970-09-04

**REGISTRANT:**  
BOSTON PROFESSIONAL HOCKEY ASSOCIATION, INC.  
150 Causeway Street  
Boston, Massachusetts 02114  
UNITED STATES OF AMERICA

**REPRESENTATIVE FOR SERVICE:**  
BERESKIN & PARR LLP/S.E.N.C.R.L., S.R.L.  
SCOTIA PLAZA  
40 KING STREET WEST  
40th FLOOR  
TORONTO  
ONTARIO M5H 3Y2

**TRADE-MARK:**  
**BRUINS**

**INDEX HEADINGS:**  
BRUINS

- WARES:**
- (1) Coffee mugs, drinking glasses, flat glass, jerseys, lampshades, rod hockey games, towels.
  - (2) Bubble gum, bubble gum cards, buttons, caps, gloves, jackets, mitts, pennants, scarves, shirts, sleepwear, souvenir pucks, stickers, toques, vests.
  - (3) Hockey sticks, mugs.
  - (4) Dolls.
  - (5) Cardboard collectors board, opera glasses (binoculars), paper weight holders, sport bags, wallets.
  - (6) Adhesive bandages, first aid kits, bulletin boards, calculators, calendars, collectors albums, cookbooks, cigarette lighters, toy flying discs, hockey stick racks, embroidered framed pictures, magnets, neckwarmers, oil dip stick cleaners, playing cards, stained glass window ornaments, sun visor radios, sweatbands, vinyl stickers, wood plaques, wristbands.
  - (7) T-shirts.
  - (8) Infants' and children's short sets, leisure suits, shorts, sweatshirts, turtlenecks.
  - (9) Belts, buckles, coasters, ear muffs, inexpensive jewelery, namely, lapel pins, stick pins, pendants, charms, earrings, rings, tie tacks, cuff links, key fobs/key chains, knansacks, license plate frames, miniature bells, money clips, souvenir flans, snoons.





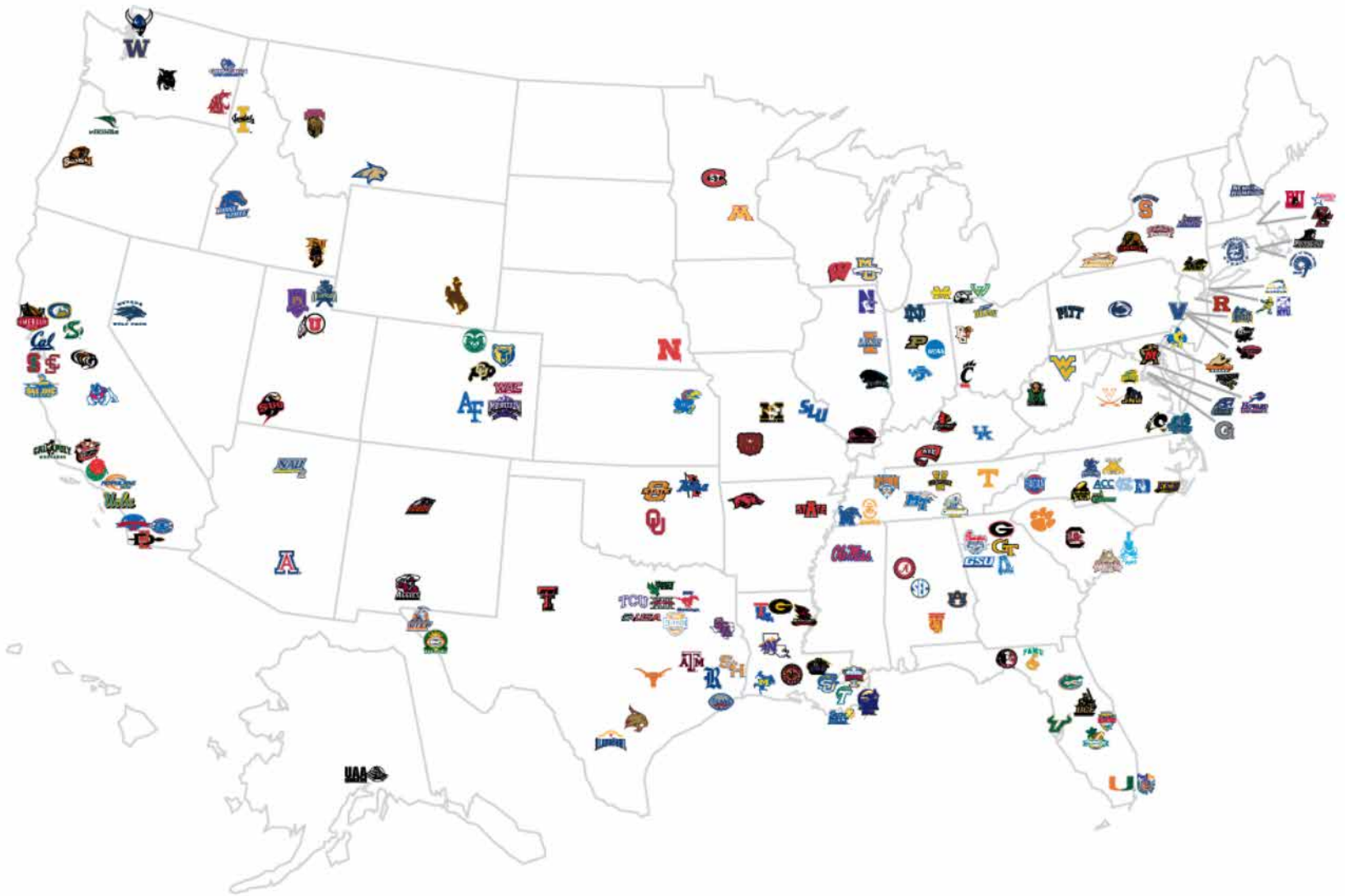
# THE COLLEGIATE LICENSING COMPANY



- Established in 1981
- Became part of IMG in 2007
- IMG College includes CLC (licensing division) plus sponsorship/media rights division
- CLC is based in Atlanta
- CLC represents approximately 200 collegiate properties
- CLC staff consists of approximately 90 full-time licensing professionals

## BACKGROUND





# MEMBER INSTITUTIONS



## CURRENT HOLOGRAM STYLE

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# HOLOGRAM REQUIREMENTS





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**NEW STYLE - TO BE INTRODUCED NOVEMBER, 2011**



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## IDENTIFICATION TIPS





®

# MAJOR LEAGUE BASEBALL PROPERTIES, INC.



# MLB entities identified by trademarks:

- 30 Major League Baseball Clubs
- Major League Baseball Properties
- Office of the Commissioner
- MLB Advanced Media
- MLB Network
- Affiliated entities

**MLB TRADEMARKS**



# MLB has three product Collections:

## Authentic Collection®

Identical to products worn/used on field or in clubhouse by players and team personnel



## Genuine Merchandise®

Covers all products that do not fit in Authentic Collection® (on field replicas) or Cooperstown Collection® (vintage products)



## Cooperstown Collection®

Products replicate vintage teams and logos



# LICENSED PRODUCTS



## CURRENT AUTHENTIC COLLECTION HANGTAG & HOLOGRAM STICKER

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# CURRENT HOLOGRAMS



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# CURRENT HANGTAGS





# **NBA PROPERTIES, INC.**





- The NBA consists of 30 member teams located in the United States and Canada.
- NBA Properties, Inc. is the marketing and licensing arm of the NBA, and is the owner and/or exclusive licensor of all trademarks, service marks, trade names and logos of the NBA and its member teams.
- More than 200 licensees manufacture and promote NBA products, which are sold around the world in more than 100,000 retail stores in 100 countries on six continents, as well as on the internet.
- NBAP currently has more than 16,000 trademark registrations filed in approximately 150 countries.

## INTRODUCTION



- An NBA branded holographic hangtag or sticker should be attached to all licensed NBA products.
- NBA products should clearly identify the name of the licensee that produced the product (except NBA Mass jerseys).
- The embroidery or screen printing should be of a superior quality.

## **GENERAL IDENTIFICATION TIPS**



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# CURRENT HANGTAGS AND HOLOGRAMS





**NFL PROPERTIES LLC**



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**NFL HOLOGRAMS**



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# CURRENT HOLOGRAMS





# CURRENT HANGTAGS







**NHL ENTERPRISES, L.P.**



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# CURRENT HOLOGRAMS & HANGTAGS



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**INFERIOR QUALITY STITCHING & EMBROIDERY**



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**LOGO INACCURACY**



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**INFERIOR QUALITY SCREEN PRINTING, LACK OF LICENSEE  
NAME AND/OR IMPROPER LABELING**



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# IRREGULAR & CUT NECK LABELS



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**MISSPELLINGS**



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**MISSPELLINGS**





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# COUNTERFEIT HOLOGRAMS



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# SUMMARY



# Online Sales

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**TRENDS**



## NFLShop.com – Legitimate Site



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# SIMILAR LAYOUTS TO LEGITIMATE SITES



## NFLShop.com – Legitimate Site

The screenshot shows the NFLShop.com website. At the top, there is a navigation bar with links for 'SHOP BY TEAM', 'JERSEYS', 'MEN'S', 'WOMEN'S', 'KID', 'HATS', 'BIG & TALL', 'COLLECTIBLES', 'HOME & OFFICE', 'TAGGATING', and 'DVDs'. Below this is a banner for 'The Official Online Store of the NFL' with sub-sections for 'NFL Shield Gear', 'Customized Gear', 'Touch by Alysse Milano', and 'Player Shop'. A large promotional banner reads 'TODAY ONLY! Christmas in July 20% OFF YOUR ENTIRE ORDER PLUS, WHEN YOU SPEND OVER \$99, YOU'LL ALSO GET FREE SHIPPING'. Below the banner, the main product is a 'Reebok Baltimore Ravens Joe Flacco Replica Alternate Jersey' priced at \$79.99. The product page includes a 'Product Rating' of 5 stars, a 'SAVINGS ALERT' for free shipping on orders over \$99, and a 'Zoom' feature for the product image. There are also 'ADD TO CART', 'ADD TO WISHLIST', and 'EMAIL A FRIEND' buttons. A 'FANS ALSO BOUGHT...' section shows other items like a 'Reebok Baltimore Ravens 2013 Player Draft Hat' for \$24.99. The bottom of the page has a 'Can't Find Your Size?' link and an 'AVAILABILITY' note: 'In stock: Leaves warehouse in 1 - 2 business days'.

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# USE OF COPYRIGHTED PHOTOS



# IDENTICAL CONTENT

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### Categories

[NFL Jerseys->\(1226\)](#)  
[MLB Jerseys->\(727\)](#)  
[NHL Jerseys->\(740\)](#)  
[NBA Jerseys->\(490\)](#)  
[Women Jerseys->\(24\)](#)  
[Youth Jerseys ->\(136\)](#)  
[Men Jackets->\(18\)](#)  
[Caps->\(324\)](#)

### Hot Product

### New Products

#### About us

##### Who are we?

We've been in the Internet Sports Apparel business since 2000, serving tens of thousands of local and displaced sports fans around the US and around the world. We're not one of those big national companies with teams of buyers and stockholders to keep happy. We started as a small company and we've grown up by providing superior service and superior prices on the same merchandise you can buy for a lot more at our competitors.

##### Why are our prices less than the other stores?

The fact is, almost all pro sports apparel is made by one of a very few companies. For the NFL, for example, Reebok makes all the official apparel for all the teams, and the Reebok items you buy from us are identical to those you can get from anyone else. So why are our prices less? The fact is, most sports apparel is marked up a lot. We don't have fancy buildings in New York, million dollar CEOs, or \$100 million TV advertising campaigns. We advertise ourselves by providing great prices and great service, and so far it's been pretty successful.

##### How do we ship things out so quickly?

We ship all our merchandise from our on-site warehouse, and we've streamlined the order process to the point where it takes only a few minutes to pull and pack your order. Consequently, we can guarantee that all U.S. orders will ship within 1 business day or your shipping is FREE, and in fact, virtually every order ships the same day you place it. (up to 2pm CST). You won't find a guarantee like this anywhere else in the industry. We know that when you buy something, you want it right away, and we do everything we can to accommodate you.

##### OK, I'm convinced, how do I place an order?

The best and fastest way for you to place your order is through our web site, with our secure shopping cart. If you are having trouble placing an order, or if you're just not comfortable yet with placing an order on the Internet (though there's no reason not to be), please email us: nfljerseysworld@gmail.com. We'd be happy to help you.

Ultimately, the best proof is experience. Give us a try, and we're confident you'll be pleasantly surprised. And in the off chance you aren't thrilled with anything you purchase, it can be returned within 30 days as long as it's in original, unworn condition.

We welcome the opportunity to make you another of our satisfied customers.

Sincerely,

### Quick Find



Use keywords to find the product you are looking for.

### Reviews

No Recommendation of quality goods

### Information

[Shipping & Returns](#)  
[Policy](#)  
[Contact Us](#)  
[Site Map](#)  
[About Us](#)





- Categories**
- Football Jerseys->(1387)
  - Baseball Jerseys->(787)
  - Ice Hockey Jerseys->(847)
  - Basketball Jerseys->(295)
  - Basketball Swingman->(129)
  - NCAA->(50)

**New Products**



Miami Heat 6 LeBron James  
Black Jerseys  
\$22

**Quick Find**

Use keywords to find the product you are looking for.

**Information**

Shipping & Returns

**About us**  
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OK, I'm convinced, how do I place an order?  
The best and fastest way for you to place your order is through our web site, with our secure shopping cart. If you are having trouble placing an order, or if you're just not comfortable yet with placing an order on the Internet (though there's no reason not to be), please email us:nfljerseysworld@gmail.com. We'd be happy to help you.

Ultimately, the best proof is experience. Give us a try, and we're confident you'll be pleasantly surprised. And in the off chance you aren't thrilled with anything you purchase, it can be returned within 30 days as long as it's in original, unworn condition.

We welcome the opportunity to make you another of our satisfied customers.

Sincerely,

- Hot Product**
- Minnesota Vikings 32 TOBY GERHART purple Jerseys
  - Minnesota Vikings 32 TOBY GERHART Jersey White
  - Washington Nationals 37 Stephen Strasburg Home white Cool Base Jersey
  - Washington Nationals 11 Ryan Zimmerman Home white Cool Base Jersey

**Reviews**



Miami Dolphins 7 Chad Henne Green Jersey  
★★★★★



Minnesota Twins 5 Michael Cuddyer Grey 2010 w50th Season patch  
★★★★★





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# CONNECTIONS TO OTHER SITES



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## CONNECTIONS TO OTHER SITES



## What can I do if Customs seizes my purchase?

Home >> Shipping


back


### \* Shipp Free \* Shipping Policy

1> We ship all goods usually use EMS service , it is safe and quick ! Need only 3-10days to all over the world ! If you need another express service , pls contact before you pay.

2> May some packages dally over in air port or Customs some days , it is normally . Please wait ! And please Contact us if you dont receive your merchandise after 12days !

3> May some packages encounter to customs, it is not relations with us . But can contact us to see if can solve it ! We will do our best for you !

Q:  :If my package is seized by Customs or lost in the delivery process,what can u do for this?

A:  :jerseys seized by our customs :we reship the whole package or refund ,jerseys seized by customs abroad:we just reship half of the qty seized except that insurance fee for the shipping is paid

## Return Rules:

1. If your products are lost as the shipping company's fault on the road or before it was sent abroad, please tell us, then we will resend your items for free. Seller will only resend the items if they are insured. For items sent by standard mail, in the event of customs issues, seller will either offer 50% refund of the total monetary value or resend 50% of the original ordered quantity of the seized items.



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# ENFORCING AGAINST CHINA-BASED SITES



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# OTHER ONLINE TRENDS



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# CHINA TRADEBOARDS



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# GAME DAY ENFORCEMENT





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**JUST AN EBAY SELLER...**





# EBAY ACHIEVEMENT AWARDS





**HEALTH RISK**



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**LAW ENFORCEMENT**





Front of Jersey



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# PRODUCT IDENTIFICATION PHOTOS



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# EFFECTIVE OUTCOMES



# THANK YOU

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