

1. Record Nr.	UNINA9910795544103321
Autore	OECD
Titolo	E-Commerce Challenges in Illicit Trade in Fakes
Pubbl/distr/stampa	Paris : , : Organization for Economic Cooperation & Development, , 2021 ©2021
ISBN	92-64-40744-8 92-64-53814-3
Descrizione fisica	1 online resource (63 pages)
Collana	Illicit trade (Organisation for Economic Co-operation and Development)
Disciplina	338.0973
Soggetti	Product counterfeiting
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Intro -- Foreword -- Acknowledgements -- Executive Summary -- E-commerce trends and developments -- Government actions to combat counterfeiting -- Actions that platform operators have taken to combat counterfeiting -- Remaining challenges -- 1 E-commerce trends and developments -- Background -- Market trends -- Industry structure -- Overview -- Distribution -- E-commerce fraud -- Social media -- Use in e-commerce -- Influencers -- COVID-19 -- Consumers -- Developments and trends -- Counterfeits -- References -- 2 Issues -- Flexibility -- Collaboration -- Diverse landscape -- Liability -- Third-party sellers -- Privacy -- Scope of anti-counterfeiting measures -- Product listings -- Reference -- 3 Frameworks -- Internet governance -- Government-led measures -- Australia -- European Union -- Memorandum of Understanding on the Sale of Counterfeit Goods on the Internet -- Key provisions -- Assessment report -- General evaluation of co-operation under the MoU -- Key performance indicators -- Practices reported by signatories -- Conclusions and next steps -- Legislation -- EUIPO -- United Kingdom -- United States -- Best practices -- Comprehensive terms of service agreements -- Significantly enhanced vetting of third-party sellers -- Limitations on high-risk products -- Efficient notice and takedown procedures -- Enhanced post-discovery actions -- Indemnity requirements for foreign sellers -- Clear transactions through banks that comply with US

enforcement requests -- Pre-sale identification of third-party sellers -- Establish marketplace seller IDs -- Clearly identifiable country of origin disclosures -- Outcomes, issues and challenges -- Legislation -- Industry actions -- Sellers -- Consumers -- Brand owners -- Law enforcement - co-operation -- Internal expertise, in-house capacities -- Transparency -- References -- 4 Conclusions -- Reference.

Annex A. Summary of key provisions of the June 2016 EU memorandum of understanding on the Sale of Counterfeit Goods on the Internet -- Annex B. Signatories to the June 2016 EU Memorandum of understanding on the Sale of Counterfeit Goods on the Internet, as of 28 April 2021 -- Annex C. EU practices to combat the online sale of counterfeit goods -- I. Proactive and preventive measures -- Fighting counterfeiting at its source -- Providing product information and keywords -- Seller's identity verification -- Proactive identification of offers of counterfeit goods -- Brand protection programmes -- II. Notice and take-down (NTD) procedures -- Experience with NTD procedures -- The concept of "trusted flaggers" -- Reacting to notices -- III. Repeat infringers -- Identification of repeat infringers -- Repeat infringer policies and sanctions -- IV. Cooperation, including sharing information -- Setting out clear policies -- Transparency -- Facilitating legal actions -- Improved information exchange -- V. Co-operation with customs and other law enforcement authorities -- VI. Consumer confidence, information and protection -- Blank Page.

Sommario/riassunto

This study provides an overview of government- and industry-specific measures to address the abuse of online platforms by counterfeiters. In recent years, trading platforms have been instrumental in the growth in e-commerce, but at the same time, they can be abused by illicit trade networks.
