

# [Company Name] Authentication Guide

[Company Website]

[Date of Submission to CBP]

*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). The forthcoming Guide should be used for purposes of product authentication and differentiating authorized products from those that are unauthorized. Decisions as to whether or not merchandise should be detained or seized for infringing protected intellectual property rights are exclusively at the discretion of CBP, and such decisions shall not be delegated to the right holder.*

*CBP personnel who have questions arising from this product identification manual should contact the Intellectual Property Enforcement Branch, Office of Trade, at [HQIPRBranch@cbp.dhs.gov](mailto:HQIPRBranch@cbp.dhs.gov).*

# [Company Name]’s Registered and Recorded Intellectual Property Rights

[Include a chart or list of active recorded trademarks and copyrights, including the CBP TMK/COP reference numbers and the USPTO registration numbers. If applicable, please also include images of the mark/work, a description of the mark/work, the international class for which the mark is registered, and the list of goods/services for which the mark is registered.]

# Authentic Goods

[Include a slide or slides with descriptions and photographs of authentic products and packaging. Please include both current and former iterations, with written explanations of when various products and packaging were released and/or ceased production. It is helpful to label and include written explanations of unique features that distinguish authentic products from third party products, as well.]

# Authenticity Indicators

[Include a slide or slides that include photographs and written descriptions of specific indicators of authenticity or inauthenticity. Photographs of inauthentic products are quite helpful to include. However, they should not be labeled with a legal conclusion like “counterfeit” or “infringing,” and should instead be labeled as “unauthorized” or “suspect.”]

# Right Holder Point of Contact

For authenticity assistance with [Company's] products, please contact:  
[Name, Title, Phone Number, and Email Address of  
Right Holder Point of Contact]

[You may note if there is particular information that it is helpful to include in inquiries to the right holder point of contact, such as an image of a particular part of the imported product. However, please do not include any specific instructions to CBP personnel (*e.g.*, do not instruct CBPOs that they “should send photographs for assistance” or “should detain all goods...”)]