

The World's Most Effective Solution

for Removing Unauthorized
Online Marketplace Listings

*Take action to stand up against
unauthorized sellers on
global marketplaces!*



FieldWatch **SecureSell** helps brands eliminate unauthorized sales of their products on Amazon, eBay and other online marketplaces by leveraging multiple, proprietary methods and techniques in order to monitor, identify and effectively stop unauthorized sellers.

Take back control of your online sales – saving your company thousands of dollars in the process while also protecting your brand.

“We have been using SecureSell for over a year and it has dramatically reduced the pain of this problem (unauthorized online sellers) for our company. We rarely think about it now, and only wish we had engaged sooner. We haven’t had a single complaint about Amazon from the field in several months, which is incredible.”

Ben Tyler, ASEA Global
General Counsel



Effective Results

Reduces the majority of unauthorized product listings through multiple methods and techniques.



Lasting Protection

Removes unauthorized listings and counterfeits, while identifying and halting future rogue sellers.



Price Control

Assures that products on these sites will never be listed under the minimum advertised price.



Brand & Policy Security

Meets brand and policy standards as all images, copy and pricing are company controlled.



Counterfeit Removal

Ensures that knock-off products and counterfeits cannot be shipped; product warranties are secured; and product trademarks are protected.

Lifecycle COMPLIANCE

MOMENTUMFACTOR



360° Online Risk Protection

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FAQ: Preventing Unauthorized Sellers on Amazon



Why are unauthorized product sales on Amazon an ongoing challenge?

Unauthorized product sales on open e-commerce sites like amazon.com are a challenge for companies of all sizes and in all industries. No brand is immune. While it is a violation of your policies & procedures for a registered associate to sell products on this type of site, others unaffiliated with the company are legally allowed to sell products they have purchased at any price, above or below wholesale.



What can our company do to limit unauthorized online product sales?

While unauthorized product sales are an unfortunate reality, there are multiple ways we can work with you to minimize these activities. By taking the steps outlined below, we can significantly decrease the number of unique accounts selling company products on Amazon.

- 1 Establishing a single authorized Amazon seller** with specialized expertise in ensuring Amazon's brand registry standards are enforced to limit market opportunities for unauthorized sellers.
- 2 Enrolling in Amazon's brand registry**, thereby requiring sellers to meet the standards set by Amazon to continue selling products. These standards include registry fees, performance metrics, and brand authorizations designed to ensure counterfeit products are not sold and customer service is provided.
- 3 Utilizing outside attorneys** specializing in brand law may be brought in for instances where unauthorized sales continue in spite of accepted standards or corrective action is not taken in a timely manner.

FAQ: Preventing Unauthorized Sellers on Amazon



Do unauthorized sellers get their product stock from our associates?

Because the companies who operate these open e-commerce sites have no interest in sharing confidential seller information, it is very difficult for us to track down the source of products and any potential policy violations associated with their unauthorized online sale. Millions of product manufacturers are constantly looking for solutions to protect their brand and products from misrepresentation.



Why do there appear to be so many of our product listings on Amazon?

First, while establishing an authorized seller does limit the ability of new unauthorized sellers from entering the market, it does not automatically eliminate all other sellers. Second, it is important to remember that the number of product listings is not a reliable indicator of the number of seller accounts or their inventory. Sellers may offer a single item of product inventory in multiple listings, creating the illusion of far greater supply than is actually available.



Is the authorized seller a company associate?

No. The Amazon account holder we have authorized to sell your products is an independent seller account that has received authorization to sell your products on a strictly retail basis. This seller does not receive commissions from the company compensation plan and is working primarily to out-compete other unauthorized Amazon seller accounts. No prospecting or lead generation is connected to this seller, and no Amazon customer data will be collected for this purpose.



What can I do to help limit unauthorized sales that could hurt our brand?

By following the agreement set out in your policies and procedures, you are already a contributing factor to the authorized product distribution model. If you see sales listings on Amazon or sites like it that appear to be unauthorized, feature expired products, or are otherwise damaging to the brand, you are encouraged to report the listing to the Education & Conduct Department, which can determine the nature of the listing and take appropriate action.

FAQ: Preventing Unauthorized Sellers on Amazon



Why is ordering products through an associate the best option?

When a customer purchases products through independent associates, they are ensured a high level of quality assurance and purchase protection in addition to access to other associated reward programs.



What types of products is the authorized seller allowed to offer?

The account authorized to sell your products on Amazon may offer any product but may not sell or distribute other marketing materials or items related to company events and/or branding.



Does this Amazon process apply equally to all international markets?

The steps we have taken to limit unauthorized product sales on Amazon are specific to the U.S. market, but we are actively pursuing similar steps in other markets through sites that pose similar challenges.



How well does SecureSell perform in eliminating unauthorized online sellers?

FieldWatch SecureSell has proven effective time and time again in removing and preventing unauthorized online sellers. This problem simply cannot be solved in-house or by outside lawyers. Our program not only helps you be consistent in your compliance enforcement, but also demonstrates the reach of your compliance efforts to your leadership team.



How is the SecureSell program implemented effectively?

As SecureSell is introduced to your company, our team will assist with communications so that everyone will understand the benefits to each party involved, including company representatives.