

How to Remove a Fake Product from eBay

The first step in protecting your brand on eBay is to identify the type of infringement. eBay is a global marketplace, and while it has many legitimate sellers, it can also be a platform where unauthorised individuals sell counterfeits or use your intellectual property without permission.

eBay takes IP infringement seriously and has developed the Verified Rights Owner (VeRO) programme to allow intellectual property owners to report infringing listings. If a violation is determined, eBay may remove the listing and take action against the seller's account.

Step 1: Join the VeRO Programme

To report infringements effectively, it is highly recommended to register for eBay's Verified Rights Owner (VeRO) programme. This programme is designed to make it easier for intellectual property owners to report listings that infringe on their rights.

- **Registration:** You will need to provide proof that you are the IP owner or an authorised representative.
- **Benefits:** Once registered, you can use a dedicated reporting tool that streamlines the removal process.

Step 2: Identify the Type of Infringement

When you find a suspicious listing, you must determine what type of right is being violated:

- **Trademark:** Using your brand name or logo on a product that you did not manufacture.
- **Copyright:** Using your professional product photography or copying your unique product descriptions.
- **Design Rights:** Selling a product that copies the specific look or shape of your protected design.

REMOVE A FAKE FROM EBAY

Step 3: Provide Details of the Infringing Content

To ensure eBay can take swift action, you must provide specific details for each infringing listing. When you spot a violation, make sure to note:

- The Item Number: The unique 12-digit number assigned to every eBay listing.
- A direct link (URL) to the specific item.
- The seller's ID: The username of the person or business listing the item.
- A screenshot: Evidence of the listing in case it is changed or removed before investigation.

Step 4: Submit a Notice of Claimed Infringement

If you are not using the VeRO portal, you can submit a "Notice of Claimed Infringement" (NOCI) form. You will be asked to:

- Clarify your identity: Confirm you are the owner or authorised agent.
- Provide Proof: Reference your trademark or copyright registration numbers.
- Sign Electronically: Provide a digital signature to verify the accuracy of your claim.

Note: The seller will be notified that their listing has been removed due to an IP claim and may receive your contact details to discuss the matter.

Step 5: Monitor and Follow Up

After submission, eBay will review the report. If successful, the listing will be removed. However, professional counterfeiters often create "duplicate" listings or new accounts.

- Track the Status: Use your VeRO dashboard to monitor your reports.
- Check for Re-listing: Regularly search for the same item number or seller ID to ensure the infringement has not returned.

What Happens Next?

If a listing is removed, eBay will notify the seller and provide them with information on why the content was taken down. Properly documenting your IP and maintaining a consistent presence on the VeRO platform is the best way to keep your brand safe on eBay.

Contact Us

Every fake listing or imitation product takes a share of your hard-earned sales.

SnapDragon combines AI-powered detection, expert enforcement, and global experience to keep counterfeits off the market and your genuine products where they belong – in customers' hands.

Talk to SnapDragon about how proactive brand protection can drive stronger, more sustainable growth.



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