BRAND PROTECTION

HOW TO IDENTIFY AND HANDLE COUNTERFEITS
Brand PROTECTION

PANDORA IP RIGHTS

HOW TO IDENTIFY COUNTERFEITS

HOW TO HANDLE COUNTERFEITS
“INTELLECTUAL PROPERTY RIGHTS”

A set of rights which entitles the owner to prevent others from using the result of the owner’s creative efforts
TRADEMARK
PANDORA name and logo

PATENT
PANDORA bracelet systems

DESIGN
the appearance of jewellery

COPYRIGHT
the marketing materials and
the appearance of jewellery
TRADEMARK

PANDORA can prevent others from commercial use of trademarks, which are identical or highly similar to the PANDORA trademarks for jewellery and similar goods.
PANDORA can prevent others from promotion and distribution of bracelets with same technique as covered by the PANDORA patents:

Note: Please check with Group Legal whether the patent is in force in the jurisdiction in question.
Moments bracelet patent covers:
“Chain with stoppers (at least one stopper along the chain) for clips preventing charms from bundling”
The 1 and 5 Station Bracelet Patent covers:

“Fixing point(s) on chain(s) for clip(s) to stay in position on chain”

Note: Please check status on patent
The PANDORA ESSENCE COLLECTION Charm Patent covers:

“Silicone solution on core inside charm for charm to stay in position on bracelet”

Note: Please check status on patent
DESIGN

PANDORA can prevent others from commercial use of a design which creates the same visual appearance as our designs.

Examples of registered designs of PANDORA
COPYRIGHTS

PANDORA can prevent other from copying our original jewellery and promotional materials, such as photos, films, brochures.
To identify counterfeits, follow these sequences of steps when checking the product:
· Hallmarks
· Existing design
· Materials
· Craftsmanship
· Thread
· Colours
· Stones
· Oxidation
· Details
· Bracelet clasp
· Murano
· Charms
· Price
· Packaging
PANDORA HALLMARK

QUALITY MARK (PURITY):
925 = 92.5% pure silver

SINCE 2011:
S = SILVER (not present on old items)

TRADEMARK:

MAKER’S MARK (ORIGIN)
ALE = ALgot Enevoldsen

HALLMARK MAY VARY FROM COUNTRY TO COUNTRY
PANDORA HALLMARK

QUALITY MARK (PURITY):
585 = 58.5% pure gold/14K
750 = 75% pure gold/18K

MAKER’S MARK (ORIGIN)
ALE = ALgot
Enevoldsen

SINCE 2011:
G = GOLD
(not present on old items)

TRADEMARK IS NOT ALWAYS PRESENT

HOW TO IDENTIFY COUNTERFEITS?
CHECK HALLMARK

Is the product marked with correct PANDORA hallmark?

PANDORA hallmark is often copied. But there can be mistakes in the hallmark and its placement.
CHECK DESIGN

Is the design a current or out-phased PANDORA design?

A lot of counterfeits are not PANDORA designs.

Examples of NON-EXISTING designs
CHECK MATERIALS

Is the product made from the correct materials?

Counterfeits are often made from plastic and other cheap materials. If visual comparison does not reveal, check the weight. Silver, gold and gemstones are heavier than preferred materials for counterfeits.
CHECK
CRAFTSMANSHIP

Counterfeits are normally poorly crafted, the details reveal it.
CHECK THE THREAD

Is the core or hole in the charm threaded? Should it be?

Does it fit with PANDORA thread stopper?
CHECK COLOURS

Are the colours correct?

The colours of the counterfeits in general differ – more or less – from the colours of originals.
CHECK THE STONES

Counterfeits are in general made with plastic or glass whereas PANDORA uses gemstones, semi-precious stones and cubic zirconia.

The stones are in general glued in instead of set in.
CHECK THE OXIDATION

Counterfeits are often not oxidized correctly. It can be too little or too much.
CHECK THE DETAILS

With counterfeits the details have in general not been cared for.

The details, lack of details or mistake in details often reveal the counterfeits.
BRACELET: CHECK THE CLASP LOCK

On the shell of the genuine bracelet lock, the name PANDORA is in dark, sharp written letters.

The PANDORA name on the counterfeits bracelet locks in general lack colour, sharpness and details.

The inside of the genuine bracelet locks are dark and stamped with PANDORA hallmark. The counterfeits bracelet locks often lack colour and hallmark.
MURANO GLASS CHARMS: CHECK DETAILS

Counterfeit “Murano glass charms” are often made of plastic, seldom of glass and probably never from Murano glass. Check clarity of the glass.

INNER CORE

Genuine PANDORA Murano glass charms have a core inner circle on the back. Counterfeits in general do not have the circle.
Genuine PANDORA Murano glass charms have an almost even surface, whereas the decoration on the counterfeits in general “pop out”.

Genuine PANDORA Murano glass charms are often bigger than the counterfeits.
CHECK THE PRICE

If the price is too good
– then it is probably not genuine

✓
HOW TO IDENTIFY COUNTERFEITS?
CHECK THE PACKAGING
Frequently used counterfeit packaging
What TO DO?

YOU CAN:

Report you findings to brandprotection@pandora.net

Include photos of the products, information about point of sale (shop, website, market place, etc.), information about seller and potential receipt of purchase.
WE WILL:

Investigate and assess the potential infringement and if appropriate arrange for removal of website or auction, arrange for investigation and raiding, initiate civil procedure and/or file criminal complaints.
HANDCRAFTED
originals