

LittleFish

Anti-Counterfeit Policy

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1. About the Anti-Counterfeit Policy

1.1. Purpose

LittleFish strives to ensure that buyers can always shop on LittleFish with trust that they will get original products of high quality. We also respect and uphold the intellectual property rights of brand owners and product manufacturers, and endeavor to maintain a fair competition on our marketplace.

The purpose of this policy is to ensure that we seek to protect our buyers and genuine sellers from the sale of counterfeit products on LittleFish.

Adherence to this policy is key to maintaining trust and reputation of the marketplace and its sellers.

1.2. Scope

This policy sets out:

- How sellers may identify counterfeit products and remove them from sale;
- The information the LittleFish may expect from sellers in order to establish the authenticity of their products;
- How LittleFish actively seeks out and removes counterfeit products from sale; and
- The consequences of violating this policy.

1.3. Application

This policy applies to all sellers on the LittleFish marketplace.

2. What is a counterfeit product?

Counterfeit products (also known as “fakes”) are unauthorized replicas of the real product. They are often produced with the intent to take advantage of the superior

value of the imitated product, infringing on the intellectual property rights (which may include patents, copyrights, and/or trademarks) of the owner of the imitated product, and preventing them from earning recognition or financial benefit from what they invent or create.

In addition to replicas, the following are also counterfeit products:

- Replica brands with marginal differences from the original
- Original products bearing brand logos of another brand

The sale of counterfeit products on LittleFish is strictly prohibited, and is a breach of the policy and the law.

3. How can you ensure you have not listed a counterfeit product?

It is the responsibility of the seller to source all goods from authentic sources and to verify such sources.

Sellers can ensure they do not list counterfeit products by purchasing and re-selling stock from authorized distributors only.

We encourage sellers to avail themselves to online resources from premium brands for detecting and reporting counterfeits. If in doubt about the authenticity of a product, do not list them on LittleFish, and contact the brand.

4. How does LittleFish detect counterfeit products?

LittleFish is continuously monitoring products sold on the marketplace and works with brand owners to improve the ways we detect counterfeits.

- Product creation and content updates: when sellers create products, or edit existing listings, the listing is often subject to approval by LittleFish before they are published. Sellers will receive a notification of any and all irregularities on said products.
- Physical Inspection: We conduct random inspections of products from sellers, these can be conducted at any point and all sellers are required to comply.
- Request for Authenticity Evidence: At any point, LittleFish requests sellers to provide proof of authenticity, related to goods sold. This will include invoices, letters and any other documentation from said suppliers to authenticate the goods as original.
- Reported Products: We encourage our buyers and other sellers to report counterfeit goods on the marketplace, we then promptly investigate and take action.

5. Consequences of violation of policy

If a seller, lists, supplies, promotes or shares counterfeit products on the LittleFish platform it is in violation of this policy and the law. LittleFish shall delist all products and apply financial penalties to the seller as per the penalty policy.

LittleFish, may also at it's discretion take further action, which may include, without limitation, the following:

- Suspending or terminating the seller on the marketplace;
- Withholding all payments to the seller;
- Destroying stock without re-imburement, to the seller's cost;
- Delivery of stock to the relevant authorities, without re-imburement to the seller and at the seller's cost; and/or
- Commencing legal action against the seller (the sale of counterfeit products may lead to criminal prosecution)

6. Further Information

If you have any questions about this policy, please complete the contact form available on our website.

End of Policy