



HP Brand Protection

How Can a Partner or Customer Protect Itself from Grey Market Activity

There is no 100% foolproof way of guaranteeing that products have not flowed via the grey market. There are however, a number of ways that an HP Partner or Customer can minimize its exposure:

1. Buy from HP Authorized Sources

By purchasing branded hardware and software products sold directly by HP or via its worldwide subsidiaries and Authorised Partners, the partner or customer can have a high level of confidence that product is legitimately sourced.

2. Specify Requirements Exactly

Where localized kit i.e. kit with a localized country or area variant is being ordered, ensure that the full part number, variant and description are included on the order and checked upon receipt.

YES	NO
FA107A#ABU = iPaq H5550 UK	FA107A English language
325133-421 = DL580R02 X2.5-1M 2P EURO	DL580R02 X2.5-1M 2P or 325133-XXX

3. If in an EEA Country, Assure EEA Compliance

By requesting suppliers to confirm in writing on their invoice that the goods supplied have been first Sold by HP inside the EEA (European Economic Area), it will protect from receiving goods that breach the European Directive. This measure will provide proof of the source of products in the case of any subsequent actions by a manufacturer.

Do not rely on the statement that “all goods sourced in EEA” as this is meaningless in the context of the European Trademark Directive – they have to have been sold by HP in the EEA

The labels on cartons are not a reliable source of where the product was first sold by HP, and is not a sufficient indicator of where the product was distributed by HP. Box labels, for commercial and legal reasons, exhibit country of manufacture rather than country in which the product was sold.

4. Ensure Contract Compliance

Partners who request suppliers to confirm in writing on their invoice that the goods supplied have been sold by HP inside that country will ensure that they are not breaching their HP contracts. It will also help discourage suppliers from importing grey market goods.

5. Check the Packaging

Many grey market items are originally shipped for other countries or regions than where they are being sold. These can very often have altered labels, broken seals, missing items, wrong language manuals etc. Some grey market products are shipped in non-approved HP cartons. More obvious



examples are plain white boxes or boxes with no logo. In some cases HP labels include the wording "Not Intended For Sale in Europe". If the partner or customer identifies any of these then they should alert BrandProtection@HP.com

Note: The country of origin named on the box is not an indicator of where HP distributed the product and so cannot be used as an indicator of grey product.

6. Know the Local Pricing

If products are being offered at prices significantly below Distribution or other reseller's prices when procured through HP Distribution, there is the potential for them to be grey, counterfeit, or stolen. The risk is greatest if the reseller selling to the customer is not an authorized HP reseller.

7. Request Serial Numbers

By requesting that serial numbers are included on the invoice the customer or partner provides them with a document linking the hardware to their source of supply. In the event of any issue with that hardware then the customer or partner can confirm the source of the product limit its potential for dealing in grey product.

8. Check for a Valid Warranty

Dealers often point to the HP Warranty Lookup facility on the HP Partner web site as proof that the product is genuine and from that country. However, this website only shows the warranty entitlement if the unit is bought via an HP authorised source – per the statement included in product warranties :

Limited warranty

This Limited Warranty applies only to HP-branded and Compaq-branded hardware products (collectively referred to in this document as "HP Hardware Products") sold by or leased from Hewlett-Packard Company, its worldwide subsidiaries, affiliates, authorized resellers, or country distributors (collectively referred to in this Limited Warranty as "HP") with this Limited Warranty.

Contact HP Brand Protection for More Information on Grey Market

Email: brandprotection@hp.com

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