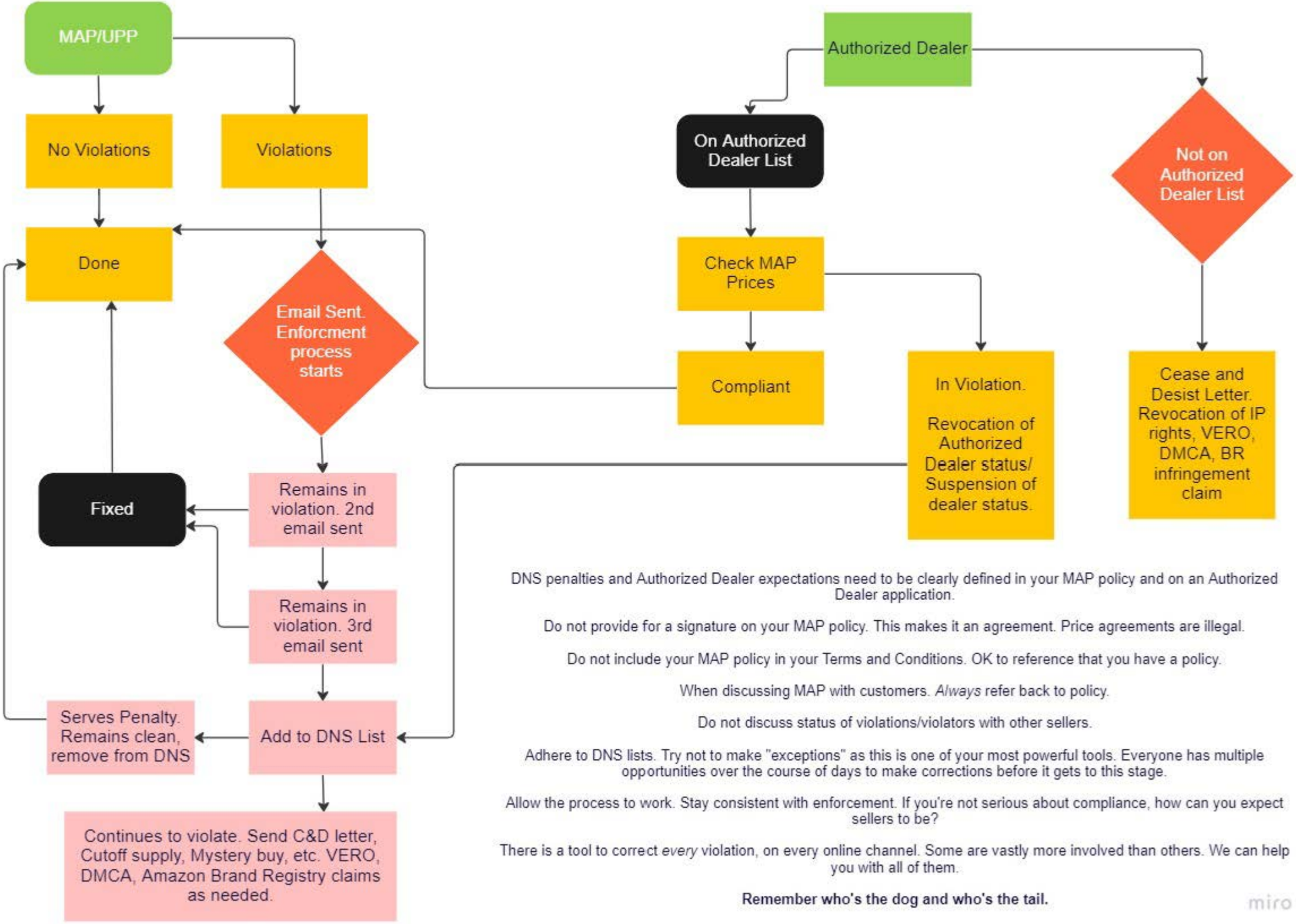
MAP/UPP
No Violations
Violations
Done
Email Sent. Enforcment process starts
Fixed
Remains in violation. 2nd email sent
Remains in violation. 3rd email sent
Serves Penalty. Remains clean, remove from DNS
Add to DNS List
Continues to violate. Send C&D letter, Cutoff supply, Mystery buy, etc. VERO, DMCA, Amazon Brand Registry claims as needed.
Authorized Dealer
On Authorized Dealer List
Not on Authorized Dealer List
Check MAP Prices
Compliant
In Violation.
Revocation of Authorized Dealer status/ Suspension of dealer status.
Cease and Desist Letter. Revocation of IP rights, VERO, DMCA, BR infringement claim
DNS penalties and Authorized Dealer expectations need to be clearly defined in your MAP policy and on an Authorized Dealer application.
Do not provide for a signature on your MAP policy. This makes it an agreement. Price agreements are illegal.
Do not include your MAP policy in your Terms and Conditions. OK to reference that you have a policy.
When discussing MAP with customers. Always refer back to policy.
Do not discuss status of violations/violators with other sellers.
Adhere to DNS lists. Try not to make "exceptions" as this is one of your most powerful tools. Everyone has multiple opportunities over the course of days to make corrections before it gets to this stage.
Allow the process to work. Stay consistent with enforcement. If you're not serious about compliance, how can you expect sellers to be?
There is a tool to correct every violation, on every online channel. Some are vastly more involved than others. We can help you with all of them.
Remember who's the dog and who's the tail.
miro