



**The Anti-Counterfeiting Group**  
**Campaigning Against the Trade in Fakes**  
[www.a-cg.org](http://www.a-cg.org)



9th July 2009

The Editor  
The Daily Telegraph  
111 Buckingham Palace Road  
London  
SW1W 0DT

**For Publication**

Dear Sir

eBay's recent petition of its 14 UK million users concerning the sale of brands on its site, featured in Richard Tyler's comment (23 June) and yesterday's NewsBulletin (9 July), must not be taken at face value.

eBay is seeking to use brand owners' efforts to crack down on the sale of fakes as justification for a change in the EU's competition rules concerning brand owners' freedom to choose who distributes their products. The two are unrelated. Brand owners are simply seeking to protect their legitimate rights and to stop fakes.

The petition is self-serving. In truth, eBay is simply not doing enough itself to stop the trade in fakes on its site, meaning that brand owners must take an active role, and must continue to be free to do so in the interests of consumer protection as well as the integrity of their brands.

It may well be in eBay's commercial interests for its traders to be able to sell anything on its site, but in defining competition policy authorities must take a broader view. Brands bring diversity, choice and colour to our lives and branded companies must continue to be free to work with, and invest in, both large and small retailers alike in order to deliver this.

eBay complains of unfair trading practices but does not name names and fails to mention the robust EU and national laws already in place to stamp on such practices. Instead of signing the petition, users may wish to suggest to eBay that it should do more to make sure there continue to be real brands around for them to buy and sell.

Yours faithfully

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Director General

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