

# BUY RIGHT

## Buy Authorised Cisco

### Purchases from Unauthorised Resellers may Lead to

No Automatic Support Available from Cisco	No Warranty from Cisco	No Valid User License
Cisco products purchased from unauthorised resellers may not be automatically eligible for Cisco support. Cisco has a right to inspect the products purchased from unauthorised resellers and, in certain circumstances, to deny support.	Only new or refurbished Cisco products purchased from an authorised Cisco partner benefit from Cisco warranty.	Cisco products purchased from an unauthorised reseller, may not have a valid software license, in which case, the user would need to purchase a new software license or submit a request and be approved for a license transfer in accordance with Cisco Software Transfer and Relicensing Policy
Violation of Cisco's Intellectual Property Rights		
If a Cisco product was previously sold outside the European Economic Area (EEA) and then illegally imported into the EEA, this is a violation of Cisco Intellectual Property Rights.		

### Purchases from Unauthorised Resellers Increase the Possibility of Acquiring

#### Fake Cisco Products

A non-genuine device that imitates a Cisco product.

#### Cisco Products with Illegally Altered Software, Hardware or Serial Numbers

A Cisco product that has been illegally altered to change the products specification in order to increase its value. Such modifications can cause negative functionality and significantly reduce the reliability.

#### Stolen Products

It may be that the Cisco products supplied from the unauthorised resellers have been stolen.

#### Old Products with Obsolete Specifications

Products offered by unauthorised resellers may be end of life, or end of support.

#### Damaged Products

Products offered by unauthorised resellers may be damaged. With no warranty from Cisco, there is no possibility for a repair or replacement according to Cisco's service contract policy.

#### A product with Reverse Engineered Software (call home issues)

Software of a product bought from unauthorised resellers may be modified and impact functionality and reliability.

We Recommend to  
**Include** the  
**BRAND**  
 Protection Clause  
 into your **Tender**  
**Terms** and  
 Contracts with  
**CISCO**  
 Suppliers

“ The supplier guarantees that any product that they intend to deliver to [customer name]

- Is new, sourced directly from manufacturer or its authorised resellers
- Is sold by manufacturer or with its consent within the European Economic Area
- Is eligible for manufacturer's warranty
- Is eligible for manufacturer's support services in accordance with manufacturer policies
- Is accompanied by a valid software license
- Is reported back to manufacturer as sold to [customer name]

In case any supplied product does not fulfill any of the obligations above, the supplier is in breach of contract with the customer/ buyer. Customer/ buyer reserves the right to check the origin of the supplied products on receipt.”

For any questions or comments, please refer to [brandprotection@cisco.com](mailto:brandprotection@cisco.com) or visit our website [www.cisco.com/go/brand-protection](http://www.cisco.com/go/brand-protection)