Buy Right
Buy Authorised Cisco

Purchases from unauthorized resellers may lead to

- **No support from Cisco**
  
  Cisco® products purchased from unauthorized resellers may not be automatically eligible for Cisco support. Cisco has a right to inspect the products purchased from unauthorized resellers and to deny support.

- **No warranty from Cisco**
  
  Only new or refurbished Cisco products purchased from an authorized Cisco reseller benefit from Cisco warranty.

- **No end user license**
  
  Cisco products purchased from an unauthorized reseller may not have a valid software license.

Potential risks associated with buying from unauthorized resellers

- **Counterfeit Cisco products**
  
  Products that have not been manufactured by Cisco or with Cisco’s consent (i.e., a fake).

- **Counterfeit upgraded products**
  
  Cisco products that have been modified from a lower to a higher version without Cisco’s consent and outside of Cisco’s control.

- **Diverted products**
  
  Products sold to different end users than the ones reported in Cisco’s point-of-sale data.

- **Gray (unauthorized) products**
  
  Genuine Cisco products that have not been purchased from Cisco authorized channel partners.

- **Stolen products**
  
  Cisco products that have been stolen from original end users or the manufacturer and resold without consent.

- **Old products**
  
  Products that may be end of life or end of support.

We recommend including the Brand Protection clause in your procurement terms.

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

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

If any supplied product does not fulfill all 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  
submit your serial numbers for authentication:  www.cisco.com/go/buyright

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