

# 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](mailto:brandprotection@cisco.com)  
submit your serial numbers for authentication: [www.cisco.com/go/buyright](http://www.cisco.com/go/buyright)