Counterfeit Identification Guidebook
Mobile Devices - Accessories

Bluetooth Headsets
Batteries
Chargers

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Motorola, Inc. is committed to the fight against counterfeits, including the manufacture, importation, distribution and sale of counterfeit products. Counterfeit product hurts Motorola’s business and impacts the livelihood of those who rely on Motorola’s success. Counterfeiting touches and harms not only Motorola employees, but its customers, valued retailers and authorized distributors. Counterfeiters mislead and trick the consumer into believing that inferior product is actually Motorola genuine. In many cases, the money spent to purchase counterfeit product is linked to organized crime, money laundering and even terrorism.

Counterfeiting is lucrative for criminals. The exterior of the Motorola original product is copied and manufactured as quickly and cheaply as possible. The effort and care put into product development and quality efforts are “stolen” as the counterfeiter attempts to make a profit on the successful brand name. The finished product is often a very good imitation of the Motorola original from the outside. From the inside, however, the product is clearly inferior and in some cases, unsafe.

This guide has been developed to show commonly encountered physical characteristics of counterfeits. It is not, however, a comprehensive guide. Each product may have unique properties and our product line continues to grow.

If you encounter a product that you may suspect is counterfeit. Please report this illegal activity through our confidential email inbox at MOMEPT@Motorola.com
Motorola Basic Information

Our principal Trademarks

Trademark: MOTOROLA and the “Stylized M Logo” are registered trademarks owned by Motorola and recognized globally. Use of these trademarks, without written consent from Motorola, violates US and International Trademark Laws.

Quality:
Motorola is committed to delight customers by serving them to their highest level of expectations and by delivering products and services of the highest quality on time every time. This will be achieved in partnership with customers, suppliers and stakeholders, using leading systems, technologies and methods and by fully engaging employees in a culture of continuous improvement.

In 1988, Motorola Corp. became one of the first companies to receive the Malcolm Baldrige National Quality Award. The award strives to identify those excellent firms that are worthy role models for other businesses. Motorola developed the world renowned “Six-Sigma” program for quality management. Motorola is ISO9001 certified. When you purchase a Motorola original product, you are purchasing a product tested and held to the highest quality standards.

Authorized Sales Channels:
- Motorola sells direct through Motorola.com and hellomoto.com
- Motorola sells through dealer networks including, but not limited to Verizon, Cingular, and T-Mobile.
- Motorola sells through valued retail channels including, but not limited to Best Buy, Radio Shack, and Circuit City.
- Motorola sells through authorized distributors. In North America, these include, Superior, Tessco, Brightstar, Brightpoint and Cellstar

Unauthorized Sales Channels:
- On-line auctions (eBay, buy.com…), street markets, re-sale stores, distributors not authorized by Motorola.
Product Portfolio

**Bluetooth Headsets:** Motorola has a vast product line. We are seeing a high level of counterfeiting on our most popular Bluetooth headset models such as the H700 and the H500. Motorola headsets come in a variety of styles and colors. Our external website contains most of our current product / color offerings. Please visit [www.hellomoto.com](http://www.hellomoto.com).

Our guide will give characteristics of counterfeit product, regardless of color.

**What is Motorola doing about counterfeits?**

Motorola has a comprehensive program to combat counterfeits. We are working closely with local governments as well as educating the consumer about counterfeit product. We are establishing unique identification and test procedures to quickly identify these counterfeit products. This guide is only first step and will be updated as these programs are rolled out. In the mean time, if you encounter a suspected counterfeit, please contact your Motorola representative. Ideally, we would like the following information:

- Location where the counterfeit was encountered
- Names and addresses of seller or distributor
- Physical example(s)
- Prices and promotional materials
COUNTERFEIT IDENTIFICATION

Common External Counterfeit Characteristics

- Colors that Motorola does not produce (Pink H700)
- Color of the counterfeit will not match the color of the original
- Mold lines on plastic are rough or “sprues” are present (sprues are small, rough pieces of plastic left over from the molding process)
- Textures of materials are different from Motorola original – too rough or too smooth/glossy
- Size, shape, color and graphic representation of icons are different from Motorola original.
- Gaps in seams between parts
- Material are of incorrect consistency – for instance, ear gel or ear-hook material is too soft or too hard
- Model number, serial number, regulatory certifications are missing or of poor print quality (e.g., silk screened versus laser etched)

NOTE: This pictorial guide shows common physical characteristics of counterfeit Motorola products. These characteristics can be generalized, however the guide is not comprehensive, and counterfeits may show some or none of these characteristics. We will continue to update as we encounter more counterfeit product.
1. Structural lines  
   a. Counterfeit unit (on left): wider step around volume buttons  
   b. Motorola unit (on right) narrower step around volume buttons  

2. Multi-function button (MFB) design and look  
   a. Counterfeit unit (on left): Motorola logo button has deeper and wider grooves  
   b. Motorola unit (on right): The Motorola grooves are not as deep or wide and more refined than the counterfeit unit  

3. Housing design  
   a. Counterfeit unit housing has less defined and harsher breaks on the top of the unit  
   b. Motorola unit Housing breaks are more defined and refined on top of the unit  

4. Motorola insignia  
   a. Counterfeit unit (on left): Motorola insignia is blurred and light pipe is opaque
b. Motorola unit (on right): Motorola insignia is very distinct and light pipe is transparent.

1. Coloration of ear-hook joint and housing
   a. Counterfeit unit (left): ear-hook joint and housing has a darker color
   b. Motorola unit (right): ear-hook joint and housing lighter color

2. Texture and color of speaker housing pad
   a. Counterfeit unit (left): rougher texture and darker color on speaker housing pad
   b. Motorola unit (right): More refined and smoother silicon texture and lighter color on speaker housing

3. Body housing texture
   a. Counterfeit unit (left): Housing texture is rough and unrefined
   b. Motorola unit (right): Housing texture is smooth, refined and consistent. Notice the sharp edge on the bottom on the counterfeit unit and the smooth curve on authentic product.

4. Ear-hook lines and coloration
   a. Counterfeit unit (left): line between soft and hard part of ear-hook is inconsistent/wider and coloration is darker
b. Motorola unit (right): line between soft and hard part of ear-hook is consistent, narrow, and coloration is lighter

5. Microphone port quality
   a. Counterfeit unit (left): soft silicon piece in microphone port is rough and not consistent in shape, is poorly aligned in plastic housing and will sometimes have glue coming out between the plastic body housing and soft silicon
   b. Motorola unit (right): soft silicon piece is symmetric, has smooth lines, is well aligned in housing and will show no glue

6. Ear-pad construction
   a. Counterfeit unit (left): harder silicon ear-pad is glued onto the housing and easy to peel off
   b. Motorola unit (right) soft silicon ear-pad is molded onto housing, has a very close and consistent fit and is very difficult to peel off
7. Ear-pad Filter
   a. Counterfeit unit (left): Filter (under ear-piece slots) is often times made of foam
   b. Motorola unit (right) Filter is of “mesh-like” material.

1. Bluetooth logo
   a. Counterfeit unit (left): Bluetooth logo is rectangular
   b. Motorola unit (right): Bluetooth logo is round

2. China Telecom logo
   a. Counterfeit unit (left): China Telecom logo is blurred
   b. Motorola unit (right): China Telecom logo is clear and defined

3. Printing differences
   a. Counterfeit unit (left): information is pad printed (or ink stamped) onto the housing
      - the printing looks to be on “top” of the plastic housing and has a smooth texture
      (the same height as the plastic housing)
b. Motorola unit (right): information is laser etched (or burned into) the plastic housing – the printing looks to be “in” the plastic housing and has a rough texture (the height of the printing is lower than the rest of the plastic housing)

**H700 Characteristics**

**MOTOROLA ORIGINAL**

**COUNTERFEIT**
This is a Motorola Original; the notes below describe how an original should look

1. Motorola Marking
   a. Original product should read “Motorola” under the ear-pad

2. Ear-Pad
   a. The Motorola original H700 will have a “soft-touch” clear coat finish that can be recognized by running the pad of your finger across the ear-pad.

3. Date Code
   a. The Motorola original will have a date code that is laser etched; it is clear and has print consistent with the rest of the product markings on the back of the housing.
   b. The date code should not be a date in the future.
   c. The date code should be centered.
   d. The date code can be translated as follows;
      05 = year (2005)
      362 = 362nd day of the year (28 Dec, 2006)
      N = Manufacturing location (Namtai)
Top of headset – notes (H700)

1. Multi-Function Button
   a. The texture on the material around the phone icon will be “rough” on the original headset.

2. Bluetooth Icon
   a. The Bluetooth icon should face “down” or the same direction as the “Phone” icon is pointing.

3. Overall Appearance
   a. The Original headset is packed with no additional mylar or plastic covering on the boom or housing. The counterfeit version may have blue or clear mylar as shown below. The counterfeit version might contain a bogus sticker or hologram on the inside of the boom.
Packaging - General Characteristics - All Models

2. **Bluetooth Logo**
   a. Counterfeit unit (Top): Bluetooth logo is more rectangular in shape.
   b. Authentic Logo (bottom): Bluetooth logo is closer to an oval and rounded in shape.

3. **Insert Card Finish**
   a. Counterfeit Unit (top): Insert card material is duller and more muted, appears, and often times is, photo-copied. The photo of the model will look very saturated with “fuzzy” lines.
   b. Motorola Authentic Insert card is printed with a metallic ink and is shinier and brighter in color. Clear and crisp lines, the model is natural looking.
3. Packaging Tray

a. Counterfeit unit (Top): Product tray is not form fitted to the headset.

b. Authentic Unit (bottom): Product tray fits around headset with proper spacing and shape.
4. **Grammatical Errors**

Counterfeit products (shown) often times contain grammatical errors to include spelling, spacing, use of commas. The translation may also be “off” leading to run on sentences.

5. **Security Seal**

Motorola original product shipping from Asia (Tianjin and Singapore) will have a security seal that tears in a perforated pattern.
Motorola Genuine Product Identification Guide
Batteries and Chargers

Batteries:
Only genuine Motorola batteries provide these benefits to our customers and consumers:
• Motorola designs, manufactures and tests batteries to ensure consumer safety and optimum product performance.
• Motorola brand batteries meet or exceed industry standards, including prevention of overcharging and reverse charging.
• Motorola brand batteries are the same make and quality as the original battery that came with your Motorola phone.
• Only Motorola brand batteries give you the confidence that your phone, batteries, and accessories will work together the way they were designed.

Distinguishing characteristics of genuine Motorola batteries:
1. Hologram strip on battery consists of two elements: one is a 3-dimensional Motorola logo, the other is a pixilated grating bar with a kinetic (shape shifting) diamond pattern. You can view the diamonds with the battery in the “read” position and when turned 90° to the “read” position. Diamonds are bright, multi-colored, and multi-dimensional.
2. The diamond behind the check mark is a 3-dimensional model.
3. When viewed under black light, yellow-green bars appear in the diamond pattern.
4. The hologram strip is built directly into the battery label; it is not placed on top of the label. You should not feel a distinct edge or raised surface with your finger.
5. For black label batteries, product label is Pantone nnn. For white product labels, label surface is high gloss white.
Batteries: Comparison of Genuine Motorola products to counterfeits.

**GENUINE MOTOROLA PRODUCT**

**COUNTERFEIT**

Counterfeit color is too light (gray)
Text font is heavier.

Counterfeit text format and size is different.

Genuine battery: diamond behind check mark is a 3D model

Counterfeit battery: diamond behind checkmark is not 3D.
AC travel Charger
Only genuine Motorola travel chargers provide these benefits to our customers and consumers:
• Motorola brand chargers are designed to strict safety and environmental requirements that meet or exceed government and agency requirements.
• Motorola brand chargers are designed and manufactured to ensure compatibility with your Motorola phone, Motorola Bluetooth headset or other Motorola accessories.

Distinguishing characteristics of genuine Motorola AC travel chargers:
1. Heavy protective cover film over the glossy surface around the Motorola logo. Film completely covers glossy area.
2. Area around Motorola logo and on sides of charger is high gloss.
3. Glossy areas on sides of charger are oval shaped and top and bottom line up top to bottom.
4. AC blades fold out of bottom of housing on U.S. models. The blades rotate smoothly, have small holes near the tips, are free of burrs or sharp edges, and are free of visible plastic or “flash”.
5. The finger detail around the blades is lightly textured.
6. Refer to the attached table for valid product label artwork. In general, all U.S. chargers will have UL registration.
7. Plastic molding on cables or “strain relief” is free of excess plastic or “flash”.
8. Plastic molding on connectors or plugs is free of excess plastic or “flash”.
9. Products not in retail packaging should be in a plastic bag with barcode label and part number starting with “SPN”.

[Images of AC travel chargers with numbered points]
AC Travel Charger: Comparison of Genuine Motorola products to counterfeits.

GENUINE MOTOROLA PRODUCT

COUNTERFEIT

Counterfeit has thinner protective covering. Cover doesn’t include tab.

Protective cover doesn’t fully cover glossy area.

Counterfeit has matte surfaces on top and sides.

Counterfeit has wider gap between top and bottom halves.

Curved areas do not line up.
AC Travel Charger: Comparison of Genuine Motorola products to counterfeits.

**GENUINE MOTOROLA PRODUCT**

**COUNTERFEIT**

Counterfeit charger’s blades do not include UL required holes. Excess plastic (flash) on blades. Hinges too stiff or too loose.

Counterfeit charger has excess plastic (flash) and poorly molded strain relief.

Counterfeit charger has poor fitting plastic bag. Bag does not include part number or barcode.
Vehicle Power Adapter (VPA)

Only genuine Motorola vehicle power adapters provide these benefits to our customers and consumers:

- Motorola designs, manufactures and tests vehicle power adapters to ensure consumer safety and optimum product performance.
- Motorola brand vehicle power adapters are designed to strict safety and environmental requirements that meet or exceed government and agency requirements.
- Motorola brand vehicle power adapters are designed and manufactured to ensure compatibility with your Motorola phone, Motorola Bluetooth headset or other Motorola accessories.
- Use of original Motorola accessories maintains the integrity of both the phone and accessory warranties.

Distinguishing characteristics of genuine Motorola vehicle power adapter:
1. Area around Motorola logo is high gloss.
2. When plugged in and powered up, Motorola logo is evenly lit from behind, no bright spots.
3. Product information is printed on the housing – not a paper label. Product information includes garbage can logo for WEEE (w....) compliance.
4. Plastic molding on cables or “strain relief” is free of excess plastic or “flash”.

5. Plastic molding on connectors or plugs is free of excess plastic or “flash”.

6. Products not in retail packaging should be in a plastic bag with barcode label and part number starting with “SYN”. Refer to the attached table for valid part numbers and which connector type matches the part number.
Car Charger: Comparison of Genuine Motorola products to counterfeits.

GENUINE MOTOROLA PRODUCT

COUNTERFEIT

Counterfeit has a matte surface around the logo ring.

Counterfeit has a bright spot; light isn’t even distributed behind lens.

Counterfeit doesn’t include all required agency and governmental markings.
Distinguishing characteristics of genuine Motorola carry cases:
1. Genuine Motorola carry cases are carefully color-matched to Motorola phones, headsets and other products.
2. Materials and workmanship on genuine Motorola carry cases must meet the same exacting quality standards of all Motorola products, counterfeits do not. Check stitching and seams for poor workmanship and materials for wear and colorfastness.
3. Labels on genuine Motorola products are clear and the Motorola name and logo are not stretched, distorted, or fat. Counterfeits have poorly printed labels or no labels at all.

**GENUINE MOTOROLA PRODUCT**

**COUNTERFEIT**

- Counterfeit model is less pink than genuine model
- Counterfeit model has a smaller front window than genuine model
- Genuine model has a rectangular-shaped back window
- Counterfeit model has an oval-shaped back window
- Genuine model has correct Motorola Logo and strong white text
- Counterfeit model has incorrect Motorola logo and faded white text