

Counterfeit battle between LVMH and eBay ends

PARIS, FRANCE: The French luxury goods conglomerate LVMH and Internet auction site eBay said they had reached an agreement to end a long legal battle over the sale of counterfeit goods.



A prolonged legal battle between luxury brand distributor, LVMH and eBay has been settled although no details have been released. Image:

[Concorde Style](#)

The cryptic joint statement gave no details of the deal but simply said it was aimed at protecting intellectual property rights and fighting the sale of counterfeit goods online.

The agreement meant that the two firms have put an end to ongoing legal proceedings.

A host of perfume and cosmetic brands under the LVMH umbrella, including Christian Dior, Givenchy and Guerlain sued eBay for allegedly allowing online trade in counterfeit goods.

In 2008, a French court ordered eBay to pay nearly €40m in damages to LVMH for selling Vuitton and Dior fakes as well as counterfeit Dior, Guerlain, Givenchy and Kenzo perfumes.

The auctioneer appealed against the fine but in September 2010, another court confirmed the sentence, while lowering the fine to €5.7.

France's highest appeals court partially overturned that ruling in 2012.

The Cassation Court said the lower court that had issued the sentence did not have jurisdiction over eBay's US website but only on its French and British sites, and ordered the case be rejudged.

According to the Comite Colbert, which groups 75 French luxury brands, the sale of counterfeits represents a loss in earnings equivalent to about 10% of the companies' total turnover.

Many online distribution platforms have signed a charter, launched in 2009, that pledges to fight against counterfeits, but eBay has not yet signed this pledge.

Source: AFP via I-Net Bridge

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