



## **ANTI-COUNTERFEITING WATCH SOLUTIONS**

### **PROBLEM: Pawnbrokers v. Counterfeit Watches**

Due to the nature of the pawnbroker's business, they are exposed to increasing numbers of counterfeit watches being targeted for loans or second hand purchases. Counterfeits are on the increase. An estimated 40 million counterfeits were produced in 2009 (an increase of approx. 52% compared to 2008). Due to the high demand / high retails of most Swiss watch manufacturers, counterfeiters are investing more time and money in development of fake watches that can rival the visual finish of some of the best brands. With this increase in counterfeit quality, there is an increase in the amount of fakes purchased unknowingly by pawnbrokers worldwide. Even the experts are being challenged.

### **The Damage of Unknowingly Purchasing Counterfeit Watches is as Follows:**

- Immediate loss of investment dollar (usually significant due to high retails of watch brands such as Rolex). We can help you Protect Your Money.
- Due to the high quality level of many counterfeit watches, they may actually be sold into the market unknowingly as an original, causing significant damage to the store owner's company brand, damaging the trust factor and reputation, and basically putting all other watches and jewelry originality in question. We can help you Protect Your Reputation.
- Lawsuits may arise from the sale of counterfeits that violate trademarks. Example: A Rolex sold to a customer that's turns out to be a fake or has a fake part such as a bracelet (and you were not aware of it) can lead to expensive liability issues. We can help you Protect Yourself From Liability.



## PRODUCT SOLUTION: CREATE ANTI-COUNTERFEITING WATCH SOLUTIONS TO BUST FAKES

### **COUNTERFEIT BUSTERS DATABASE**

- Membership Level: Counterfeit Busters Premium Member or Platinum Service Package member
- Search from over 85 top brands
- The database currently has over 40,000 reported “Known Counterfeit” watches
- The database has an estimated growth of approx. 1500-2000 reported fakes per month
- Within 18 seconds, users can filter an estimated 2 out of 3 top tier fakes (Breitling Cartier, Rolex etc)
- No watch experience or training necessary
- Print Counterfeit Buster Database reports for your customers as an “added value”

**Significantly Reduce fakes while increasing efficiency.** Typically, having to have inexperienced front end sales staff pull the store manager or buyer off of a project to go through the trouble and liability (case and sealing problems) of opening a potential customer’s watch, only to find after investing a significant amount of time in the process, that the watch is a counterfeit. Imagine streamlining the process by allowing the front end sales staff to simply enter the case back serial number of the watch into the database and within seconds, filter most counterfeit brands. No wasted time and no damage to the product!

“Bust your first fake and you basically pay for your entire yearly membership”

Protect Yourself From Liability



# EVALUATION PROCESS FOR COUNTERFEIT BUSTERS

Enter the case back numbers and hit send...it's that easy!



## COUNTERFEIT BUSTERS™

If you are a second hand buyer, our FRAUD tools are at your disposal:

Make searching our database the first step in your buying process. WCSA Fraud Reporting changes on an hourly basis. Enter the model and/or serial number from the exterior case back and begin your Search Now!

Help make our database a dragnet for busting counterfeits and filtering stolen watches. Click the link below to:

[Report a FAKE or STOLEN Watch.](#)

Brand Name :

Model Number :

Serial Number :

Having trouble locating the model number & serial number on your watch? Click the button below to see where to look on a few popular brands.



The beautiful thing about the Counterfeit Busters Database is its simplicity. First, just select the brand from a dropdown list.

Enter the case back numbers easily found on the exterior case back (examples of location are illustrated in photos below the buttons.)

**WATCH CERTIFICATION SERVICES OF AMERICA**

Watch Certification Services of America (WCSA) is not affiliated with Rolex Watch Company. The ultimate authority for deeming a Rolex watch as genuine is Rolex or Rolex USA. In no way does this authentication report, WCSA, its content, representatives or agents express or imply authenticity, and are to be held harmless in any and all instances that may arise from use of the enclosed information/materials. Any hallmarks and trademarks contained within this site and/or the images used within this site are also acknowledged to be proprietary symbols of Rolex.

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Click on "Search Known Counterfeits" or "Stolen Database"

**www.watchcsa.com • 888.937.9272**



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**IMPORTANT!**

Users must enter the case back numbers EXACTLY as viewed on the case back. For example, if the serial number is “No. 1234”, you would have to enter it as seen; “No. 1234”. A modified entry such as “1234” or “No 1234” would result in an invalid and inaccurate search. Use every single letter, number, dash, dot, and punctuation mark exactly as they appear on the watch.

Brand Name : Rolex

Model Number : 116718

Serial Number : F520117

Total files Searched: 45430

Search Known Counterfeits Search Stolen Models

Having trouble locating the model number & serial number on your watch? Click the button below to see where to look on a few popular brands.

Your serial number entry is searched against the entire Counterfeit Busters Database

Input of watch data is simplified with the seamless integration of WCSA with Data Age Pawnmaster!



# EVALUATION PROCESS FOR COUNTERFEIT BUSTERS

Enter the case back numbers and hit send...it's that easy!

Counterfeits are alerted with a flashing and audible banner.

Variations of counterfeits sharing the same pattern of numbers will be listed for reference, if needed.

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Brand Name	Model Name	Dial Color	Case metal	Model Number	Serial Number
Rolex		White	Solid 316 Stainless Steel Case	114270	F520117
Rolex		Pink	Solid 316 Stainless Steel Case	114270	F520117
Rolex			Solid 316 Stainless Steel Case	116200	F520117

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