



Fighting the good fight against counterfeiters

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*Amazon teams up with WWE, filing suit to protect customers
and the authenticity of WWE's historic championship title belts*

World Wrestling Entertainment, Inc. (WWE) (NYSE: WWE) and Amazon today announced joint lawsuits against 13 defendants who attempted to market and sell inauthentic replicas of WWE-branded championship title belts in Amazon's store including inauthentic replicas of commemorative title belts as well as the historic WWE World Heavyweight, Universal, Intercontinental, United States and NXT Championship title belt designs.

WWE combined its proactive IP monitoring and enforcement program with Amazon's [Project Zero](#) and [Brand Registry](#) protection tools to detect infringing listings, and Amazon removed them. Then WWE partnered with Amazon's Counterfeit Crimes Unit to pursue these lawsuits targeting bad actors who attempted to sell counterfeit products and falsely represent their locations and identities.

One of the defendants was found to be operating their fraudulent business out of New Jersey. In addition to the civil lawsuits, Amazon and WWE worked with the Middlesex County, New Jersey, Prosecutor's Office to pursue these bad actors which led to felony counterfeiting charges against two connected individuals for sale of counterfeit WWE championship title belts.

"Amazon is the benchmark for collaboration with respect to brand infringement online," said Vice President of Intellectual Property at WWE, Matthew Winterroth. "Official and licensed WWE products, branded by our IP, are trusted by our fans around the world and we go to great lengths to protect consumers from counterfeits and other types of infringements. It's our hope that other companies look at Amazon's Counterfeit Crimes Unit as a model of how to partner with companies of any size to help combat this relentless threat."

"Amazon is committed to the authenticity of products in our store and protecting our customers from all forms of counterfeits, including those impacting fans of iconic entertainment brand WWE," said Kebharu Smith, director of Amazon's Counterfeit Crimes Unit. "We will continue to work with WWE and Middlesex County law enforcement to bring these bad actors to justice."

WWE's robust and aggressive IP enforcement program utilizes both internal and external resources to combat counterfeit and infringing products, piracy, and distribution abuse online as well as in physical points of sale. This includes trained internal staff and third-party vendors who consistently monitor online retailers around the world for IP infringements and counterfeit sellers. Amazon's [Project Zero](#) also empowers WWE to directly remove suspicious listings from Amazon's stores. Amazon's latest lawsuit with WWE comes after Amazon in 2021 sued or referred over 600 criminals for investigation in the US, UK, EU, and China, an increase of more than 300% over 2020.

Amazon's Counterfeit Crimes Unit – a team of former federal prosecutors, former law enforcement agents, experienced investigators and data analysts – was formed to work with brands and law enforcement to hold bad actors accountable.

Amazon strictly prohibits the sale of counterfeit products, and won't stop until there are zero counterfeits in its stores. Amazon's efforts to stop counterfeit products is part of an investment of \$900 million to protect its stores from fraud, counterfeits, and abuse. This includes using industry-leading tools to verify potential sellers' identities and ensure product listings are authentic. In 2021, Amazon blocked more than 4 billion bad listings before they were listed in our stores. These listings were suspected of potentially being fraudulent, infringing, counterfeit, or engaging in other forms of abuse.

The court filings are available here:

Case numbers:

2-22-cv-01205

2-22-cv-01209

2-22-cv-01211

2-22-cv-01214

2-22-cv-01216

2-22-cv-01207

2-22-cv-01212

2-22-cv-01210

2-22-cv-01215

About WWE

WWE is an integrated media organization and recognized leader in global entertainment. The Company consists of a portfolio of businesses that create and deliver original content 52 weeks a year to a global audience. WWE is committed to family-friendly entertainment on its television programming, pay-per-view, digital media and publishing platforms. WWE's TV-PG programming can be seen in more than 1 billion homes worldwide in 30 languages through world-class distribution partners including NBCUniversal, FOX Sports, BT Sport, Sony India and Rogers. The award-winning WWE Network includes all live pay-per-views, scheduled programming and a massive video-on-demand library and is currently available in more than 180 countries. In the United States, NBCUniversal's streaming service, Peacock, is the exclusive home to WWE Network. The Company is headquartered in Stamford, Conn.

Additional information on WWE can be found at wwe.com and corporate.wwe.com.

Trademarks: All WWE programming, talent names, images, likenesses, slogans, wrestling moves, trademarks, logos, and copyrights are the exclusive property of WWE and its subsidiaries. All other trademarks, logos and copyrights are the property of their respective owners.

Forward-Looking Statements: This press release contains, and oral statements made from time to time by our representatives may contain, forward-looking statements pursuant to the safe harbor provisions of the Securities Litigation Reform Act of 1995. Forward looking statements include statements regarding, our outlook for future financial results, the impact of recent management changes, the scope, duration and findings of the investigation being conducted by the special committee of independent members of our Board of Directors; our plans to remediate identified material weaknesses in our disclosure control and procedures and our internal control over financial reporting, and regulatory, investigative or enforcement inquiries, subpoenas or demands arising from, related to, or in connection with these matters. In addition, the words "may," "will," "could," "anticipate," "plan," "continue," "project," "intend," "estimate," "believe," "expect," "outlook," "target," "goal," "guidance" and similar expressions are intended to identify forward-looking statements, although not all forward-looking statements contain such words. These statements relate to future possible events, as well as our plans, objectives, expectations and intentions and are not historical facts and accordingly involve known and unknown risks and uncertainties and other factors that may cause the actual results or the performance by us to be materially different from future results or performance expressed or implied by such forward-looking statements. These forward-looking statements are subject to uncertainties relating to, without limitation, the departure of Vince McMahon from the Company and the appointment of Stephanie McMahon and Nick Khan as co-Chief Executive Officers; the scope, duration and findings of the ongoing investigation by the special committee of independent members of our Board of Directors; regulatory, investigative or enforcement inquiries, subpoenas or demands arising from, related to, or in connection with these matters; our ability to remediate material weaknesses in our disclosure controls and procedures and our internal control over financial reporting; and reputational harm to the Company's relationships with its stockholders, customers, talent and partners, which may have adverse financial and operational impacts, among other factors. The following additional factors, among others, could cause actual results to differ materially from those contained in forward-looking statements: the COVID-19 outbreak, which may continue to affect negatively world economies as well as our industry, business and results of operations; entering, maintaining and renewing major distribution and licensing agreements; a rapidly evolving and highly competitive media landscape; WWE Network; computer systems, content delivery and online operations of our Company and our business partners; privacy norms and regulations; our need to continue to develop creative and entertaining programs and events; our need to retain and continue to recruit key performers; the possibility of a decline in the popularity of our brand of sports entertainment; the resignation of Vincent K. McMahon; possible adverse changes in the regulatory atmosphere and related private sector initiatives; the highly competitive, rapidly changing and increasingly fragmented nature of the markets in which we operate and/or our inability to compete effectively, especially against competitors with greater financial resources or marketplace presence; uncertainties associated with international markets including possible disruptions and reputational risks; our difficulty or inability to promote and conduct our live events and/or other businesses if we do not comply with applicable regulations; our dependence on our intellectual property rights, our need to protect those rights, and the risks of our infringement of others' intellectual property rights; the complexity of our rights agreements across distribution mechanisms and geographical areas; potential substantial liability in the event of accidents or injuries occurring during our physically demanding events; large public events as well as travel to and from such events; our expansion into new or complementary businesses, strategic investments and/or acquisitions; our accounts receivable; the construction and move to our new leased corporate and media production headquarters; litigation and other actions, investigations or proceedings; a change in the tax laws of key jurisdictions; our feature film business; a possible decline in general economic conditions and disruption in financial markets including any resulting from COVID-19; our indebtedness including our convertible notes; our potential failure to meet market expectations for our financial performance; through his beneficial ownership of a substantial majority of our Class B common stock, our controlling stockholder, Vincent K. McMahon could exercise ultimate control over our affairs, and his interests may conflict with the holders of our Class A common stock; our share repurchase program; a substantial number of shares are eligible for sale by the McMahons and the sale, or the perception of possible sales, of those shares could lower our stock price; and the volatility of our Class A common stock. In addition, our dividend and share repurchases are dependent on a number of factors, including, among other things, our liquidity and historical and projected cash flow, strategic plan (including alternative uses of capital), our financial results and condition, contractual and legal restrictions on the payment of dividends (including under our revolving credit facility), general economic and competitive conditions and such other factors as our Board of Directors may consider relevant. Forward-looking statements made by the Company speak only as of the date made and are subject to change without any obligation on the part of the Company to update or revise them. Undue reliance should not be placed on these statements. For more information about risks and uncertainties associated with the Company's business, please refer to the "Management's Discussion and Analysis of Financial Condition and Results of Operations" and "Risk Factors" sections of the Company's SEC filings, including, but not limited to, our annual report on Form 10-K/A and quarterly reports on Form 10-Q/A and Form 10-Q.