What you should know about digital intellectual property protection and software piracy

Today’s organizations rely on software more than ever, reinforcing the need to ensure that these critical tools are legitimate, authorized, and licensed. Unauthorized resellers often obtain products, including software licenses, by fraudulent means. The unauthorized distribution of copyrighted products results in customers relying on unlicensed software, possibly without their knowledge. Use or distribution of unlicensed software is illegal and may violate your business agreements, whether by selling, downloading, or installing illegitimate copies of licensed software; sharing license codes, activation keys, or user IDs and passwords for web-based software applications; or use in excess of license rights. Don’t put your operations at risk by a deal that is too good to be true! When you purchase legitimate software from Avaya or Avaya-authorized partners you will receive authorized access, updates, patches, upgrades, and support.

Use only Avaya Authorized Software

Unauthorized software may compromise the exceptional experience you expect with Avaya and poses numerous risks, including:

- Missed critical Avaya updates and patches
- Inefficiencies, downtime, or loss of data
- Infringement of Avaya’s trademark rights
- Exposure to malware and viruses and cybersecurity threats and financial & reputational impacts
Digital Intellectual Property (IP) is intellectual property in digital format. Software Piracy is the unauthorized copying or distribution of copyrighted software. Malware is short for malicious software. Designed to infiltrate, damage, or obtain information from a computer system without the owner's consent.

Join the anti-piracy fight against unauthorized software

Ensure the software on your business networks is legitimate, fully licensed, and authorized. Protect your business by:

- Purchasing only Avaya Authorized software. Use only reputable, authorized providers for cloud-based solutions and services.
- Knowing ecommerce policies – authorized Avaya product is not sold via online marketplaces and internet sales must be conducted in the Partner’s Account Name.
- Including a brand protection clause in your contracts, purchase orders, or RFPs requiring legitimate product from authorized sources, including licensed software.
- Reporting software piracy to Avaya at brandprotect@avaya.com. Ask us how we can assist you with a licensing issue or concern.

Not only does proper provisioning of software protect against risks of unlicensed products, careful management of software licenses can result in significant cost savings and efficiency gains. Further, it can also lead to better cloud-based solution preparedness.

Learn more

To learn more about Avaya Intellectual Property, visit [https://support.avaya.com/helpcenter/getGenericDetails?detailId=C201068132027705008](https://support.avaya.com/helpcenter/getGenericDetails?detailId=C201068132027705008)

For more information on unauthorized resellers, including a list of known unauthorized sources visit [https://news.avaya.com/brand-protection](https://news.avaya.com/brand-protection)

About Avaya

Businesses are built on the experiences they provide and every day millions of those experiences are built by Avaya (NYSE:AVYA). For over one hundred years, we’ve enabled organizations around the globe to win—by creating intelligent communications experiences for customers and employees. Avaya builds open, converged and innovative solutions to enhance and simplify communications and collaboration—in the cloud, on premise, or a hybrid of both. To grow your business, we’re committed to innovation, partnership, and a relentless focus on what’s next. We’re the technology company you trust to help you deliver Experiences that Matter. Visit us at [www.avaya.com](http://www.avaya.com).