NINTENDO
ANTI-PIRACY PROGRAM

1. SUMMARY

Nintendo has become a household word around the globe, and its video games have become a multi-billion dollar industry. A single game can take many people a year or more to create and costs millions of dollars to develop, manufacture, market and distribute. Unfortunately, Nintendo and its over 100 independent publishers and developers lose over a billion dollars a year to piracy, as their video game products are prime targets for international pirates and counterfeiters. These losses rival those of other copyright industries, including movies, music and computer software. Despite Nintendo’s aggressive anti-piracy program, the problem remains one of staggering proportions.

2. NINTENDO VIDEO GAME PRODUCTS

Nintendo Co. Ltd., located in Kyoto, Japan, is the acknowledged worldwide leader in the creation of interactive entertainment for over 100 years. Nintendo of America Inc., based in Redmond, Washington, serves as headquarters for Nintendo’s operations in North America and is responsible for operating Nintendo’s global anti-piracy program (outside of Japan).

Nintendo video game products are marketed worldwide through affiliates and independent distributors. Nintendo’s video game systems include:

- **Game Boy** (1989) - a hand-held video game system that plays proprietary game cartridges;
- **Nintendo 64** (1996) - a three-dimensional 64-bit home video game system;
- **Game Boy Pocket** (1996) - a hand-held video game system 30% smaller than the original Game Boy system that featured the first LCD (liquid crystal display) screen and 8 bit central processing unit;
- **Game Boy Color** (1998) - a hand-held video game system featuring a color screen;
- **Game Boy Advance** (2001) - a hand-held Game Boy system with a newly designed vertical color screen;
- **Nintendo GameCube** (2001) - a cube-shaped home video game console that plays proprietary optical media software;
- **Game Boy Advance SP** (2003) - a redesigned Game Boy system with an integrated LCD light and rechargeable battery;
- **Nintendo DS** (2004) - a portable, personal, entertainment and communications unit including dual screens, touch control and wireless gameplay;
- **Nintendo DS Lite** (2006) - a Nintendo DS system with a brighter screen, repositioned start and select buttons, longer stylus and console that is two-thirds smaller and twenty percent lighter than its predecessor;
- **Wii** (2006) - a compact, home video game console using wireless Bluetooth technology, which plays proprietary optical media software (in addition to Nintendo GameCube games) and incorporates a wireless controller that uses a three-axis motion sensor;
- **Nintendo DSi** (2009) - a Nintendo DS Lite system with larger screens, a built-in-camera, imaging software, flash memory and can serve as a digital music player, with audio playback and audio recording options.
3. INDEPENDENT PUBLISHERS

Nintendo has licensed a number of companies to develop and sell video game software and accessories for each of its video game systems.

The licenses granted by Nintendo permit the utilization of Nintendo’s trademarks, including NINTENDO, GAME BOY, GAME BOY COLOR, GAME BOY ADVANCE, GAME BOY ADVANCE SP, NINTENDO 64, NINTENDO GAMECUBE, NINTENDO DS, NINTENDO DSLITE, NINTENDO DSI, WII and the OFFICIAL NINTENDO SEAL OF QUALITY, in conjunction with authorized video game products sold by the licensee companies. Licensees also use Nintendo’s proprietary technology, copyrights and patents.

4. OTHER LICENSED PROPERTY OWNERS

Some video games developed and sold by Nintendo and its independent publishers are based on rights granted by licensed property owners from such sources as movies, television, sport celebrities, sports leagues, arcade games, comics, etc. These licensed property owners own various copyrights and trademarks.

5. INTELLECTUAL PROPERTY RIGHTS

Nintendo owns or controls the copyrights in all aspects of its video game products worldwide. Nintendo also owns or controls trademark registration for the NINTENDO trademark, the names of the various video game systems and the titles of many of the Nintendo video games. In addition, Nintendo secures various patents, industrial design registration and rights in integrated circuit layouts in many aspects of Nintendo video game products.

6. SCOPE AND IMPACT OF NINTENDO VIDEO GAME PIRACY

Nintendo estimates that together with its licensees and developers, it lost worldwide sales valued at $975 million alone due to video game piracy in 2007. Lost sales have additional incalculable, but costly, effects as innovation and creative development are deterred due to lack of funding and as buyers are forced to pay higher wholesale and retail prices necessary to offset losses.
7. ENFORCEMENT EFFORTS

Nintendo has undertaken an aggressive worldwide campaign since the late 1980’s to stop the production and distribution of pirated video game products. Nintendo’s efforts have included:

- Registering its intellectual property rights in countries worldwide;
- Incorporating technological advancement and security systems in Nintendo video game products to help thwart pirates;
- Working directly with U.S. and foreign government officials to stimulate stronger anti-counterfeiting laws, policies and actions;
- Training and assisting customs services in many countries to identify, confiscate and destroy counterfeit Nintendo products;
- Assisting law enforcement authorities in training and investigations designed to seize counterfeit goods, leading to criminal actions;
- Introducing customer screening protocols and a high level of responsibility into the semiconductor industry to stop counterfeit components at the source; and
- Promoting of civil infringement suits worldwide, targeting hundreds of defendants with excellent results.

Should you have any questions regarding the detection of counterfeit Nintendo products, please do not hesitate to contact us.
TIPS TO DETECT COUNTERFEIT NINTENDO HANDHELD SOFTWARE (GAME BOY COLOR, GAME BOY ADVANCE, GAME BOY ADVANCE SP, NINTENDO DS, NINTENDO DS LITE AND NINTENDO DSI)

The following features will be a strong indication of a counterfeit Nintendo Product:

1. Components (game boxes, instruction manuals, pc boards, game labels and plastic gamepak housings) shipped separately.
2. Missing or misspelled Nintendo trademark on the PC board.
3. A spot of black or gray epoxy glue is used to cover a counterfeit semiconductor chip on the PC board.
4. Counterfeit semiconductor chips on the PC board.
5. Missing or incomplete manuals.
6. Blurred printing, faded, discolored or poor quality cartridge labels or packaging.
7. Missing or poor quality Official Nintendo Seal of Quality trademark on packaging and on cartridge label.
8. Pricing is below normal wholesale or retail.
1. Components shipped separately.
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2. Missing or misspelled *Nintendo* trademark on the PC board.
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**Genuine Sample**

**Counterfeit Sample**
3. Counterfeit semiconductor chip on the PC board, characterized by a spot of black or gray epoxy glue.
4. Counterfeit semiconductor chips on the PC board.

*Nintendo DS PC Board Comparison*

**Genuine Sample**

- A semiconductor chip made by Nintendo’s authorized manufacturer

**Counterfeit Sample**

- A counterfeit semiconductor chip produced by an unauthorized manufacturer

**Genuine Sample**

- No semiconductor chip on the back of the PC board

**Counterfeit Sample**

- A counterfeit, semiconductor chip on the back of the PC board
5. Missing or incomplete manuals.

Genuine Game Boy Advance Package
5. Missing or incomplete manuals.

**Counterfeit Game Boy Advance Package Samples**
6. Printing is often blurred, faded, discolored or poor quality on counterfeit cartridge labels or packaging.

Counterfeit Samples
7. The Official Nintendo Seal of Quality on packaging and cartridge labels is often missing or low quality.

Genuine Samples

U.S. Canada and Latin America

Europe
7. The Official Nintendo Seal of Quality trademark on packaging and cartridge labels is often missing or low quality

Counterfeit Samples
8. Pricing is below normal wholesale or retail.

118.00 Chinese Yuan equals approximately $17.75 U.S. dollars (USD) or $21.50 Canadian dollars. Retail price should be between $25-30 USD or $30-$35 Canadian.
8. Pricing is below normal wholesale or retail.

**Nintendo DS Lite**

- **Hardware**
  - US MSRP $129.99
  - Canada MSRP $169.99

- **Software**
  - Canada MSRP $34.99-$46.99
8. Pricing is below normal wholesale or retail.

**Nintendo DS**

**Hardware**
- US MSRP $129.99
- Canada MSRP $169.99

**Software**
- US MSRP $29.99-$35.99
- Canada MSRP $35.99-$47.99
8. Pricing is below normal wholesale or retail.

**Game Boy Advance SP**

Hardware
- US MSRP $79.99
- Canada MSRP $95.99

Software
- Canada MSRP $23.99-$46.99
8. Pricing is below normal wholesale or retail.

**Game Boy Micro**

Hardware US MSRP $99.99
Canada MSRP $129.99

Canada MSRP $34.99-$46.99
8. Pricing is below normal wholesale or retail.

**Game Boy Advance**

*Game Boy Advance Systems*
- US MSRP $79.99
- Canada MSRP $95.99

8. Pricing is below normal wholesale or retail.

Unique Game Boy Advance software

Some Game Boy Advance cartridges are shaped differently, as they contain a motion sensor known as a “gyro” sensor. This design enlarges the cartridge slightly, as with “Yoshi Topsy Turvy” shown on the left.

Unique Game Boy Color software

Some Game Boy Color cartridges are shaped differently, as they contain a “rumble feature” allowing players to feel the game vibrate. This design usually demands a battery compartment, thus the cartridge is slightly larger than normal.

Canada MSRP $11.99-$46.99
(Prices reflect both Game Boy Color and Game Boy Advance software)
Game Boy Color

Game Boy Color Systems
US MSRP $49.99
Canada MSRP $59.99

Software MSRP
Canada $11.99-$34.99

8. Pricing is below normal wholesale or retail.
TIPS TO DETECT COUNTERFEIT WII SOFTWARE

The following features will be a strong indication of counterfeit Wii software:

1. Components (plastic game cases, instruction manuals, game labels and Wii discs) shipped separately.
2. Wii disc has a blue, green or purple colored back; disc depicts hand written title and lacks pictures, logos, seal of quality, ESRB rating or professional looking silkscreen on the top side.
3. Wii disc has a silver colored back without an IFPI code. The silkscreen on the disc contains Chinese text.
4. Missing or poor quality Nintendo Seal of Quality trademark on packaging; Wii disc packaging is blurred, faded or discolored.
5. Wii disc case is not standard size either in height or width; inside of Wii disc case is missing logos or instruction manual.
6. Pricing is below normal wholesale or retail.
1. Components (plastic game cases, instruction manuals, game labels and *Wii* discs) shipped separately.
2. *Wii* disc has a blue, green or purple colored back; disc depicts hand written title or no title and lacks pictures, logos, seal of quality, ESRB rating or professional looking silkscreen on the top side.

**Counterfeit *Wii* Disc**
3. *Wii* disc has a silver colored back without an IFPI code. The silkscreen on the disc may contain Chinese text.

**Genuine Wii Disc**

![IFPI code can be found on the silver side (back) of Wii disc](image)
3. *Wii* disc has a silver colored back without an IFPI code. The silkscreen on the disc contains Chinese text.

**Counterfeit *Wii* Discs**

![Counterfeit Wii Discs](image-url)
4. Missing or poor quality Official Nintendo Seal of Quality trademark on packaging: *Wii* disc packaging is blurred, faded or discolored.
5. *Wii* disc case is not standard size either in height or width; inside of *Wii* disc case is missing logos and instruction manual.

*Wii Packaging*

![Genuine Wii Packaging](image1.png) ![Counterfeit Wii Packaging](image2.png)

**Genuine**

**Counterfeit**

Counterfeit *Wii* case is much thinner than a genuine *Wii* case
5. *Wii* disc case is missing logos and instruction manual.

**Wii Packaging**

**Genuine**

**Counterfeit**

*Wii* trademark & logo

Counterfeit disc case lacks an instruction manual, is clear, has different silkscreen on disc and lacks *Wii* trademark & logo
6. Pricing is below normal wholesale or retail.

**Wii**

US MSRP $249.99 & Canada MSRP $279.99
6. Pricing is below normal wholesale or retail.

**Wii Software**

US MSRP $49.99 & Canada MSRP $58.99
TIPS TO DETECT COUNTERFEIT NINTENDO GAMECUBE SOFTWARE

The following features will be a strong indication of counterfeit Nintendo GameCube software:

1. Components (plastic game cases, instruction manuals, game labels and Nintendo GameCube discs) shipped separately.
2. **Nintendo GameCube** disc has a blue, green or purple colored back; disc depicts hand written title and lacks pictures, logos, seal of quality, ESRB rating or professional looking silkscreen on the top side.
3. Missing or poor quality Nintendo Seal of Quality trademark on packaging; **Nintendo GameCube** disc packaging is blurred, faded or discolored.
4. **Nintendo GameCube** disc case is not standard size either in height or width; inside of **Nintendo GameCube** disc case is missing logos, instruction manual or molded casing for memory card.
5. Pricing is below normal wholesale or retail.
1. Components (plastic game cases, instruction manuals, game labels and *Nintendo GameCube* discs) shipped separately.
2. *Nintendo GameCube* disc has a blue, green or purple colored back; disc depicts hand written title and lacks pictures, logos, seal of quality, ESRB rating or professional looking silkscreen on the top side.

**Nintendo GameCube Disc**

**Genuine**
- discs have a silver colored bottom
- discs depict pictures & professional looking silkscreen text on top
- Note all logos, ESRB, & seal of quality

**Counterfeit**
- discs often have a blue, green or purple colored back
- discs depict hand written titles, or no professional label on top
2. *Nintendo GameCube* disc has a blue, green or purple colored back; disc depicts hand written title and lacks pictures, logos, seal of quality, ESRB rating or professional looking silkscreen on the top side.

*Nintendo GameCube* Disc

![Genuine Disc](image1)
![Counterfeit Disc](image2)

![Genuine Disc](image3)
![Counterfeit Disc](image4)
2. *Nintendo GameCube* disc has a blue, green or purple colored back; disc depicts hand written title and lacks pictures, logos, seal of quality, ESRB rating or professional looking silkscreen on the top side.

**Counterfeit Nintendo GameCube**
3. Missing or poor quality Official Nintendo Seal of Quality trademark on packaging: *Nintendo GameCube* disc packaging is blurred, faded or discolored.
4. *Nintendo GameCube* disc case is not standard size either in height or width; inside of *Nintendo GameCube* disc case is missing logos, instruction manual or molded casing for memory card.

*Nintendo GameCube Packaging*
4. *Nintendo GameCube* disc case is not standard size either in height or width; inside of *Nintendo GameCube* disc case is missing logos, instruction manual or molded casing for memory card.

*Nintendo GameCube* Packaging
4. *Nintendo GameCube* disc case is not standard size either in height or width; inside of *Nintendo GameCube* disc case is missing logos, instruction manual or molded casing for memory card.
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**Nintendo GameCube** Packaging

**Genuine**

**Counterfeit**

*Counterfeit disc case lacks an instruction manual, housing for the memory card, *Nintendo GameCube* logo and trademark*
5. Pricing is below normal wholesale or retail.

**Nintendo GameCube**

US MSRP $99.99 & Canada MSRP $119.99
5. Pricing is below normal wholesale or retail.

**Nintendo GameCube Software**

Other Infringing Products
~Built-in Game Products
~Game Boy game copiers
~Game Boy Advance game copiers
~Nintendo DS game copiers
~Nintendo GameCube mod chips
~Wii mod chips
This device infringes Nintendo’s intellectual property rights if it contains Nintendo’s copyrighted games.
Built-in Game Product

Power Player

This device infringes Nintendo’s intellectual property rights if it contains Nintendo’s copyrighted games.
Built-in Game Product

Power Games

This device infringes Nintendo’s intellectual property rights if it contains Nintendo’s copyrighted games.
Built-in Game Product
Gun Fighter

This device infringes Nintendo’s intellectual property rights if it contains Nintendo’s copyrighted games.
This device infringes Nintendo’s intellectual property rights if it contains Nintendo’s copyrighted games.
Built-in Game Product
Mega Games 118 in 1

This device infringes Nintendo’s intellectual property rights if it contains Nintendo’s copyrighted games.
This device infringes Nintendo’s intellectual property rights if it contains Nintendo’s copyrighted games.
Built-in Game Product
Mega Joy

This device infringes Nintendo’s intellectual property rights if it contains Nintendo’s copyrighted games.
Built-in Game Product
Super Games

This device infringes Nintendo’s intellectual property rights if it contains Nintendo’s copyrighted games.
Built-in Game Product
Xtreme Player II

This device infringes Nintendo’s intellectual property rights if it contains Nintendo’s copyrighted games.
Game Boy Game Copier
GB X Changer
Game Boy Advance Game Copier
EZ-Flash II
Nintendo DS Game Copiers

Acekard

AceKard 2

DS Extreme

DS Linker
Nintendo DS Game Copiers

The Edge

DSTT
Nintendo DS Game Copiers

DS Fire Card

F-Card

EZ Flash V
Nintendo DS Game Copiers

- E-Z Flash V
- G6DS
- Cyclo DS Evolution
- M3 DS
**Nintendo DS Game Copiers**

- **M3 Passcard 3**
- **Magic Key 2 Adapter**
- **MK 4-Key**
- **MK5**
Nintendo DS Game Copiers

iTouch DS

Moon Media Player

N-Card

Ninja DS
Nintendo DS Game Copiers

N5

K6

Ninjapass X9 DS Flasher
Nintendo DS Game Copiers

R4 Revolution

R6 Gold

R6 Silver
Nintendo DS Game Copiers

Super Card DS One

Super Card SD

Super Key
Nintendo *GameCube* Mod Chip
Viper Chip
Wii Mod Chip
Cyclowiz

“UBICOM SX28AC/SS AB0309AB”
Wii Mod Chip
Wiinja

"12F629 I/P 4SY M0649"
Wii Mod Chip
Wii Key

“ATMEGABL BAU 0502G SL268”
Wii Mod Chip
Wii Bet
Wii Mod Chip
Wiid
Wii Mod Chip
Wasabi
Wii Mod Chip
D2Pro
Authentic Samples for the U.S., Canada, Mexico and Latin America.
Authentic Wii Samples

Items circled are found on every Nintendo package for sale in the U.S., Canada, Mexico and Latin America
Items circled are found on every *Nintendo* package for sale in the U.S., Canada, Mexico and Latin America
Authentic *Nintendo DS* Samples

Items circled are found on every *Nintendo* package for sale in the U.S., Canada, Mexico and Latin America.
Authentic *Nintendo DS Lite* Samples

Items circled are found on every *Nintendo* package for sale in the U.S., Canada, Mexico and Latin America.
Authentic *Game Boy Advance SP & DS* Samples

Items circled are found on every *Nintendo* package for sale in the U.S., Canada, Mexico and Latin America.
Authentic *Game Boy Advance* Samples

Items circled are found on every *Nintendo* package for sale in the U.S., Canada, Mexico and Latin America.
Authentic Game Boy Advance Samples

Items circled are found on every Nintendo package for sale in the U.S., Canada, Mexico and Latin America
Authentic Game Boy Advance samples

Classic NES for the Game Boy Advance
Authentic *Game Boy Advance* Samples

*Classic NES* Series for the *Game Boy Advance*
Authentic Samples for Europe
Authentic European *Nintendo GameCube* Samples

Items circled are found on packaging and software for sale and use in Europe.
Authentic European *Nintendo GameCube* Samples

Items circled are found on packaging and software for sale and use in Europe.
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