

# Adobe Anti Piracy Handbook

## INTRODUCTION

This brochure is designed to help you identify pirated (or counterfeited, illegal, bootleg) Adobe software copies. It is aimed at clarifying discrepancies between Adobe original (or legitimate, authentic) and pirated software, showing proof of Adobe legitimate products and describing main indications of pirated copies which are sure to reveal Adobe copyright infringement.

## COMPANY PROFILE

With a reputation for excellence and a portfolio of many of the most respected and recognizable software brands, Adobe is one of the world's largest and most diversified software companies.

From our award-winning creative and development tools to our innovative servers and services to the unparalleled reach of PDF and the Adobe Flash Platform, we enable businesses to bring greater value to every interaction—and deliver more powerful, meaningful digital experiences to everyone, anytime.

Adobe revolutionizes how the world engages with ideas and information. Our award-winning software and technologies have set the standard for communication and collaboration for more than 25 years, bringing vital and engaging experiences to people across media and to every screen in their lives, at work and at play.

## COPYRIGHT INFRINGEMENT DEFINITION

Computer software is protected by international copyright laws which grant the owner of the copyright (Adobe) the exclusive rights to reproduce and distribute copies of its software.

It is illegal to install Adobe software onto more than one computer (for box versions) or to make copies of the software for any purpose.

Anyone who purchases Adobe software has the right to install the software on a single computer (for box versions). For Adobe licence shipments number of computers operating this Adobe product should be equal to number of PCs indicated in license quantity figure.

The unauthorized duplication of software constitutes copyright infringement, regardless of whether it is done for resale, free distribution, or for the individual's own use.

Examples of copyright infringement include:

- Copying a friend's or colleague's software.
- Installing a single-user version of software over multiple workstations (stand-alone or networked).
- Renting, leasing, or lending software without permission from Adobe who is copyright owner.
- Allowing another person to use an older version of a software product that was already used to obtain an upgrade version.
- Posting Adobe software in Internet (peer-to-peer networks, FTP or websites).
- Posting serial numbers (this is a serious type of copyright infringement).
- Making your CD's available for others to copy.

## PIRACY FREE IS WORRY FREE

When you buy authentic Adobe software, the benefits of ownership far exceed the software itself. With Adobe standing behind its products, you gain a partner you can depend on for technical support, important updates and future upgrades. You gain peace of mind knowing your programs are safe, stable, compatible with your computer, and absolutely free of adware and viruses. You can't put a price on that kind of confidence. Piracy-free is worry-free.

## TYPES OF SOFTWARE PIRACY

Being familiar with the different types of software piracy can help you identify potential pirates and help ensure that you are always buying and using legitimate products.

Pirated software gets into the market, and onto computers, in numerous ways — and often the users of pirated software don't even realize they are breaking the law. Being familiar with the different types of software piracy can protect you from potential bugs, system crashes, and viruses that may be the consequence of using pirated software.

## End-user piracy

Many people are unknowingly guilty of end-user piracy. For instance, when company employees make copies of software or share an installation CD without buying new licenses, this would be end-user piracy. Without the right license in place, you are not operating within the law. Furthermore, you are ineligible for support, training, or upgrades.

Here are some examples of how end-user piracy can happen:

- Using one licensed copy to install a program on multiple computers or servers
- Copying disks for installation and distribution
- Acquiring academic or other restricted software to use for an unqualified purpose
- Swapping disks inside or outside of the workplace

These risks are easily avoided once they are recognized. Ensure your company knows the risks of inadvertently making unlicensed copies of software.

## Internet piracy

This occurs when software is illegally downloaded from the Internet. Pirate websites often offer free downloads in exchange for other uploaded programs - actually compounding the problem, as the new uploads are now available as pirated software. If you upload your own properly licensed software in return for other downloads, you are unwittingly becoming a software pirate yourself. Here are some types of pirate websites:

- Online distributors offering special deals supposedly on behalf of the software publisher, such as inventory liquidation or bankruptcy sales
- Internet auction sites that offer counterfeit, out-of-channel, or otherwise pirated software
- Peer-to-peer networks that enable unauthorized transfer of copyrighted programs (if it's an upload of someone else's software, it's probably illegal)

Software obtained through these channels has a good chance of being faulty, impossible to register (which could make it unusable), and infected with spyware or viruses. You can normally guess that the offers are illegal by the price — if it seems too good to be true, it probably is.

## Hard-disk loading

This occurs when a business that sells new computers loads illegal copies of software onto the hard disk to make the purchase of machines more attractive. VARs (value added resellers) must be diligent to avoid installing unlicensed software when developing and implementing enterprise solutions in the workplace. When your computers have pirated software on them, they are not eligible for support, training, or upgrades - meaning you could find yourself having to buy all new software at some point in the future when it's not budgeted.

## Software counterfeiting

This occurs when pirates deliberately and illegally duplicate and sell copyrighted material, often making it appear to their customers that they are purchasing an authentic product. When it comes to packaged software, like that sold by Adobe, it is common for pirates to market and sell counterfeit copies of the software CDs along with reproduced packaging, manuals, license agreements, labels, registration cards, and security features.

Illegally copied and sold software is not eligible for support, training, or upgrades. You may not be able to register it, so it may not work properly. And if a vendor is willing to sell you something they don't have the right to sell, you have to wonder what else might get installed on your computer with the software you think you're getting.

## ORIGINAL ADOBE PRODUCTS CHARACTERISTICS

Original Adobe software products have some common characteristics which can help distinguish them from pirated copies.

### Packaging

It is to be noted there are two variants of Adobe products shipments: boxes and licenses.

1) All Adobe products (box shipments) are packaged in a cardboard box with authentic Adobe artwork and text. Printing is clean and legible. The box itself is wrapped in shrink wrap plastic. Depending on Adobe product there must be inside Adobe box:

- A case with the CD or DVD media.

- User Guide Book.
- Registration Card
- Other Collateral printed material.

2) All Adobe products (AVL license shipments) consist of:

- license itself (obligatory part of original (!) Adobe product license shipment) and
- CD media suite (number of CDs inside vary for each product) packed in DVD-box or cardboard envelope

## CD Artwork

Genuine Adobe product artwork is silk screened, never as a self-adhesive or any kind of paper or plastic label. Please, note that if you can peel off the label, it is a counterfeit product.

The colours used on authentic Adobe product artwork and the text are clear and legible. The actual colour of text and background differs depending on the product.

Blurred or hard to read text and logos would never meet Adobe's quality control standard.

The bottom face of Adobe CDs must be silver in colour and reflective as a mirror.

## IFPI Number

The IFPI molding reference number is engraved into the moulders and is, therefore, automatically stamped into the polycarbonate. IFPI number is very tiny and indicates the code of the manufacturer and machine that produced the CD. They are like fingerprints. In addition to IFPI code there is one more signature (in larger signs) which consists of manufacturer plant name and code.

## Media (CD)

Professionally pressed CD's are silver-colored and reflective as a mirror on the back (see picture example). Bootleg CD's are usually gold (yellow), green or blue what indicates that the CD has been burned. However, note that not all silver-pressed CDs are genuine.

## Jewel Case

The security sticker label on the jewel case must be plastic not paper and should reflect the SKU number.

## Serial Numbers

Adobe serial numbers consist of twenty four digits divided in groups of four (see picture example). It is to be noted that serial numbers for old products versions start with three letters.

Each Adobe serial number is unique for every product. These numbers can be decoded if they were produced by Adobe.

To check serial number authenticity you are welcome to contact us at [info@maurisoft.com](mailto:info@maurisoft.com)

## HOW TO IDENTIFY ADOBE PIRATED COPIES

There are general indications of Adobe pirated copies such as absence of adequate or proper packaging; handwritten or no label on discs; poor quality graphics and printing on discs; the absence of Adobe copyright notice on the disc; or absence of a manual (see above characteristics of authentic Adobe products).

Here you may find some more key features of pirated software copies – combination of two or three of them will prove Adobe copyright infringement:

1. **Low price:** pirated copies are extremely low in price. Please, note that prices for original Adobe products vary from hundreds (!) to thousands (!) of US Dollars. If you doubt the price, please, do not hesitate to contact Adobe official distributor.
2. **CD has scratched off or missing “SID codes” (or “IFPI numbers”) numbers** which come in two forms and can be found in the inner non-print area of the CD. Adobe “SID codes” or “IFPI codes” are like fingerprints and identify the manufacturer and the machine that produced the CD. Counterfeits may have one or both SID codes missing or scratched off.

3. **Box is damaged, missing or not shrink-wrapped** (for box shipments). Counterfeiters don't invest in general, in good quality packaging, this is a good first indicator. It is not allowed to sell just pieces from a complete box set.
4. **Pirated CDs have self-adhesive or any kind of paper or plastic label.** Please, note that if you can peel off the label, it is a counterfeit product. Genuine Adobe product artwork is silk screened, never as a self-adhesive or any kind of paper or plastic label.
5. Software is distributed on a **burned CD**: bootleg CD's are usually gold (yellow), green or blue what indicates that the CD has been burned; however, note that not all silver-pressed CDs are genuine.
6. CD includes **several software programs** from different publishers so-called "compilation" CDs, Adobe never creates compilation CD's.
7. There is no indication that "**All copyright is reserved by Adobe**" – Adobe always reserves its copyrights and Adobe never transfers its copyrights to some other company; if you see some phrases about copyright transfer – it is piracy.
8. **Absence of Official Adobe license** (for license shipments).
9. CD is sold in a **jewel case** or a **CD sleeve** without a Box
10. Pirated copies have **blurred and hard to read text and logos.**

## HOW TO DETECT ADOBE PRODUCTS INSTALLED

Here you will find some tips which may help you detect Adobe products installed onto computer systems:

- Click on Start menu in the left bottom corner of monitor and choose Programs – you will find a group starting with the word "Adobe".
- Click on Start menu in the left bottom corner of monitor and follow this path: Settings – Control Panel – Add or Remove Programs. Having been installed all Adobe software programs create here the line starting with the word "Adobe" and then goes name of particular product.

- Check their document directories. If they have Adobe software they will create content files which will normally be found with all the other files for Word or Excel. They may uninstall the software but rarely do they throw away their files which contain their work.
- You can also make a search for Adobe extension format. Click on Start menu in the left bottom corner of monitor and follow this path: **Search - File Name**. Enter, one of the most popular extension: PSD, AI, SWF, INDD...
- Always check the deleted bin. Often the evidence is still on the PC. If the bin is completely empty, that is a clue to a recent deletion. So search for more clues.

As soon as you have found an Adobe product installed on computer you may claim all necessary proof which will confirm an Adobe product authenticity. Check their document and send Maurisoft their Serial Number for verification.

## HOW TO AVOID PIRACY

Tips and guidelines to help protect yourself and your organization from pirated software usage:

- Always buy your software from a reputable Adobe Authorized Reseller. Visit [www.maurisoft.com](http://www.maurisoft.com) for a list of Adobe Authorized Resellers in Mauritius
- Ensure that all new software comes with a license agreement, original disks, and authentic packaging.
- Keep the original receipt and invoice as proof of purchase.
- Don't buy software labeled "Education Version" or "Education" unless you are a faculty member or student of an accredited educational institution.
- Don't buy software labeled "For Bundles Only" or "OEM" without the appropriate hardware.
- Don't buy individual software titles that were originally bundled as part of a "Collection."
- Download only from Adobe. Only the Adobe Store is authorized to sell downloads of Adobe software - any other retailer is required to ship you physical media.
- Upgrades are not additional licenses, simply additional functionalities. Do not count upgrades as additional licenses in periodic reconciliations.
- Fonts: Many organizations get fonts from other companies or departments in the work flow process, or receive a document and assume they have the license for these fonts

as they were not directly loaded on a system. PDF of font is OK; it is an image of a font. Do not take out fonts and re-use them.

- Acrobat: If Acrobat is on the server all those having access to that server must be individually licensed. All those who have access to the functionalities of Acrobat must have a valid license.
- Acrobat Reader is free, but the full version or one of the other Acrobat family members is not. The ability to utilize functionalities of Acrobat beyond reader requires a valid license for all those who have access to it.
- Multiple copies of a title on a machine require multiple licenses.
- If a computer is partitioned with two copies of a title on it, one on each partition, the machine must have two licenses.
- Site License: A customer must define a site based on certain criteria. Do not sell or transfer excess licenses out of the defined site. Home use and laptop use are not permitted unless an additional license is purchased.
- Home use and backup copies: do not use a backup copy unless the original was somehow destroyed. Home use is not permitted unless an additional license is purchased.
- Burning CDs or copies onto CDs is not allowed even for internal use. AOO customers should purchase additional media from an authorized reseller.
- Purchased NFR copies of software are not legitimate licenses.
- The purchase of an upgrade does not certify the original purchase. Retain all original purchase information to provide proof of the original purchase.
- Do not install software of one suite on several computers.

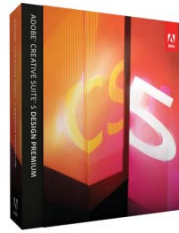
# ADOBE PRODUCTS FAMILY

Here are various Adobe products and pictures of the latest product versions. To learn more information about previous and future versions of Adobe products or Adobe products end-user prices, please, do not hesitate to contact Adobe official distributor in Mauritius, Maurisoft.

**Adobe Creative Suite 5  
Master Collection**



**Adobe Creative Suite 5  
Design Premium**



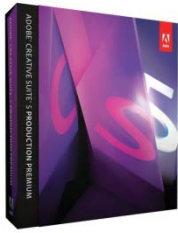
**Adobe Creative Suite 5  
Design Standard**



**Adobe Creative Suite 5  
Web Premium**



**Adobe Creative Suite 5  
Production Premium**



**Adobe Photoshop CS5**



**Adobe Illustrator CS5**



**Adobe Flash  
Professional CS5**



**Adobe Fireworks CS5**



**Adobe Flash Builder 4**



**Adobe Flash Catalyst CS5**



**Adobe Dreamweaver CS5**



**Adobe Premiere Pro CS5**



**Adobe Fireworks CS5**



**Adobe After Effects CS5**



**Adobe Fireworks CS5**



Here is a list of the main Adobe products:

Acrobat	ColdFusion Ent	Flash Paper	Ovation
Acrobat 3D	ColdFusion Standard	Flash Pro CS5	PageMaker
Acrobat Capture	Contribute CS5	Flex Builder	Photoshop Elements
Acrobat Pro Extended	Contribute Pub Servr	FMS INTERACT EDTN	Photoshop Extended CS5
Acrobat Professional	CS5 Adobe Design Premium	FMS STREAM EDTN	PHSP & PREM Elements
Adobe Distiller Svr	CS5 Adobe Design Std	Font Folio	Premiere Elements
Adobe Flash Catalyst CS5	CS5 Adobe Web Premium	FrameMaker	Production Premium
Adobe InCopy CS5	CS5 Master Collection	FrameMaker Shared	Prof /Consmr Support
Adobe Media Player	CS5 Production Premium	Freehand	Professional Support
Adobe Premiere Pro CS5	Digital School Col	IBM Elixir	RoboHelp Office
Adobe Reader	Director	Illustrator CS5	RoboHelp Server
Adobe TechnicalSuit	eLearning Suite	ILOG Elixir	RoboInfo
After Effects CS5	Enterprise Dev Pgm	InDesign CS5	Soundbooth CS5
Audition	Fireworks CS5	JRun Servers	Type Classics Learn
Authorware	Flash Builder Prem	Lightroom	Visual Communicator
Captivate	Flash Desktop Player	Master Collection	Web Standard
Coldfusion Builder	Flash Media Playback	Mobile Dev Supp	

## BEING COMPLIANT

Enterprises are realising the importance of supporting genuine software and practicing ethical business. Certifying your company as compliant helps you to better manage your software, confirms your business ethics and communicates your values to your customers.

Adobe Compliant Companies in Mauritius:

- Maurice Publicité Ogilvy
- FRCI eServices Ltd.

To join them and become a 100% compliant company for the use of genuine Adobe software, contact Maurisoft. See contact details below.

## CONTACTS

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