

The Customs Recordation Process

A Step-by-Step
Overview for Brand
Owners in Tanzania



Introduction

Owning a trademark is one thing; protecting it at the border is another. Registration establishes your legal ownership, but it does little to stop counterfeit goods from slipping through Tanzania's ports and entry points. Customs Recordation closes that gap, equipping border officers to distinguish genuine products from imitations and intercept counterfeits before they reach the market.



Why Custom Recordation

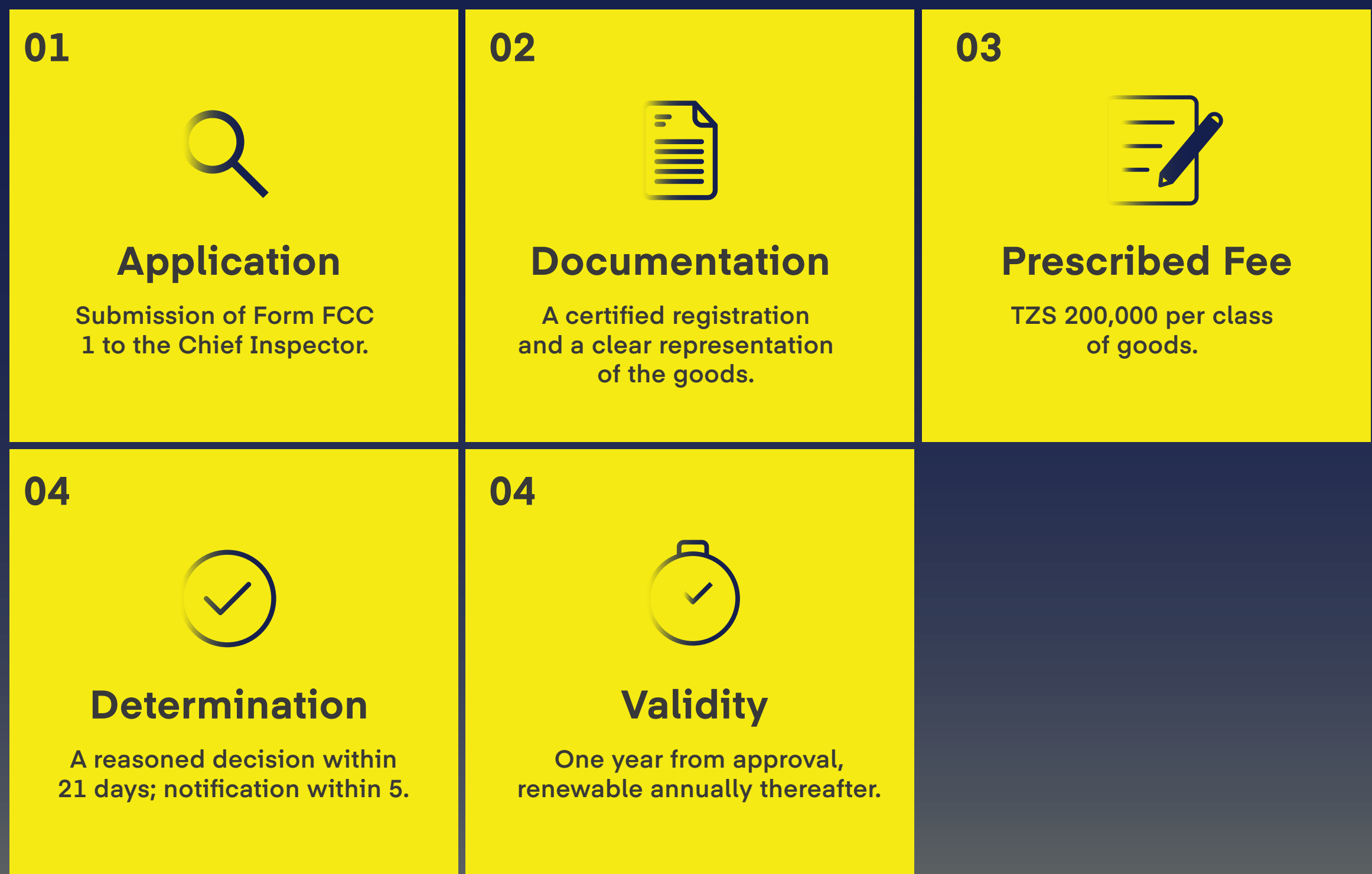
Counterfeits do more than cut into sales. They erode the reputation you've spent years building and chip away at the trust customers place in your brand. Customs Recordation gives enforcement authorities the authority and information to inspect suspicious shipments at the border, stopping fake goods before they ever reach store shelves or online marketplaces.

For manufacturers, importers, and international brands operating in Tanzania, recordation is more than a procedural step. It's a safeguard for market share, brand integrity, and long-term commercial security.



Filing the Application

The Regulations establish a structured five-stage process that guides an application from filing through recognition and ultimately to renewal.



■ Requirements for the Application

A complete application should contain:

- ✓ Trademark Registration Certificate;
- ✓ Representation of the goods bearing the mark;
- ✓ Manufacturer, distributor, and licensee details;
- ✓ Power of Attorney;
- ✓ Proof of payment of fees.



Conclusion

Failure to record trademarks may expose businesses to counterfeit imports, reputational damage, and financial losses. Once recorded, enforcement authorities are better equipped to identify suspicious goods and support anti-counterfeit action.

Today, Customs Recordation is an important commercial protection tool for businesses seeking stronger brand security in Tanzania.





For more information please
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