



INTERACTIVE ENTERTAINMENT MERCHANTS ASSOCIATION



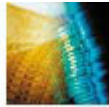
About



News



Join



Services



Government



Events



Directory



Jobs



Research

## ENFORCEMENT POLICY

### RANGE OF POTENTIAL SANCTIONS

Sanctions that can be imposed when a company violates IEMA requirements range from mandatory relabeling of packaging, revocation of trademark licenses, mandatory modification of advertisements, the recall of product, monetary fines (as detailed in the FINE SCHEDULE section below), and the commencement of litigation. The application of a sanction will depend on the type of violation committed. The IEMA recognizes that in any case of a violation there may be mitigating circumstances or facts which, if taken into consideration, could exonerate the violator. IEMA will use reasonable, non-arbitrary discretion in examining all relevant facts to determine whether it is appropriate to impose a sanction. All determinations relating to sanctions will be kept on file at the IEMA for future reference.

When sanctions are imposed, a company will have the opportunity to oppose the sanction by filing for arbitration with the American Arbitration Association pursuant to the *Terms and Conditions Agreement*. If a company opposes the imposition of a sanction in accordance with the *Terms and Conditions Agreement* and the dispute has not been resolved, such sanction will not apply until the dispute is resolved.

PLEASE NOTE THAT ANY BREACH OF THE *TERMS AND CONDITIONS AGREEMENT* MAY RESULT IN THE IMMEDIATE REVOCATION OF THE COMPANY'S LICENSE TO USE THE IEMA'S ICONS, AND MAY RESULT IN OTHER SANCTIONS AS SET FORTH IN THAT DOCUMENT.

Violations Include:

- Failure to display Format Icon
- Failure to provide three (3) copies of product intended for retail distribution within fifteen (15) days of product shipment
- Incorrect display of icon
- Incorrect location of icon
- Incorrect size of icon

# FINE SCHEDULE

Fines can be imposed in addition to other appropriate sanctions. As with all sanctions, the amount of a fine will depend on the type and the number of times a violation is committed. When violations occur, a monetary fine will be imposed on a company that commits two (2) *identical* violations within any twelve (12) month period. The fine will increase for subsequent repeat violations of the same particular violation. Again, the fine will increase for subsequent repeat violations of the same particular violation.

- Failure to display Content Descriptor Icon:
  - (1st Time) — Corrective Action
  - (2nd Time) — \$5,000.00
  - (More Than Twice) — \$10,000.00
- Failure to provide three (3) copies of product intended for retail distribution no later than fifteen (15) days from the date of actual shipping:
  - (1st Time) — Corrective Action
  - (2nd Time) — Corrective Action
  - (3rd Time) — \$2,500.00
  - (More Than Three Times) — \$5,000.00
- Incorrect display of icon:
  - (1st Time) — Corrective Action
  - (2nd Time) — Corrective Action
  - (3rd Time) — \$2,500.00
  - (More Than Three Times) — \$5,000.00
- Incorrect location of icon:
  - (1st Time) — Corrective Action
  - (2nd Time) — Corrective Action
  - (3rd Time) — \$2,500.00
  - (More Than Three Times) — \$5,000.00
- Incorrect size of icon:
  - (1st Time) — Corrective Action
  - (2nd Time) — Corrective Action
  - (3rd Time) — \$2,500.00
  - (More Than Three Times) — \$5,000.00