

Responsibilities of Retailers re: Unauthorized Labels and Videograms

VRB MEMORANDUM CIRCULAR NO. 01-89, April 28, 1989

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Due to several illegal activities conducted by field sales or rental representatives uncovered by the Board, all video retailers are advised to adopt the following measures:

1. Video Retailers should require all Field Sales or Rental Representatives to present their VRB Accreditation Cards before dealing with them.
2. Field Representatives should be required to issue receipt(s) indicating the title(s) of videogram(s) being bought or rented and their corresponding label number(s). Receipts being issued should bear the name and signature of the issuing Field Representative.
3. Only videograms with the authorized VRB labels, the titles of which are pre-printed over the labels, may be accepted.
4. Field Representatives are not authorized to peddle VRB labels, therefore, labels being issued or sold by Field Representatives should not be accepted.

Further, all video retailers are reminded that the presence of unauthorized videograms and labels in their video establishment constitute prima facie proof of violation of P.D. 1987 and subjects the offender to a term of three (3) months and one (1) day to one (1) year imprisonment and a fine of P50,000.00 to P100,000.00.

Please be guided accordingly.

Adopted: 28 April 1989

(SGD.) Bernadette c. fuentes

Chairman and Chief Executive Officer

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