



Swiss Commerce reviews the authenticity of merchandise claimed on commercial websites offering that merchandise for sale. The SC Seal Program is specialized in, but not limited to, the Art Industry. The SC Seal Program is dedicated to protect diverse cultures and values through the promotion and protection of the arts and crafts.

The Label of Authenticity is a certified trademark that was developed to enable the protection of authentic art, cultural products, and performances, as genuine works. Any person who meets the standard set by the 'Rules' may apply for certification. Approval entitles that person to use the Label of Authenticity in relation to their products and services offered on their web site and in their stores to reap the benefits of the certification system.

▶ [Information For Sellers](#)

▶ [Information For Consumers](#)

▶ [Application to use the SC Seal](#) on your website or in your store.