

VeRO - Information for Rights Owners - To be used by VeRO Legal only

<h2>GUIDE.SUMMARY For use by VeRO Legal only! What This VeRO guide is for Rights Owner contacts. This guide contains information on eBay's Verified Rights Owners (VeRO) program for VeRO Legal teammates. Specifically, you will find: Related Links to email solution templates for rights owners Talking Points for commonly asked questions from rights owners Instructions for VRT troubleshooting Workflows for VeRO Legal: Ending items, processing VRT, Unauthorized reporters, UK, APAC patent and design Use the navigational links on the left to access the section you need. Not sure if this is the correct VeRO article? The

following VeRO articles also exist: Verified Rights Owner program overviewVeRO for sellers and other members

VeRO Absolute <h2><h2>GUIDE.RELATED_LINKS For use

by VeRO Legal only! Related articles Listing policies - item ended, removed, or not renewed by eBay (seller)

Verified Rights Owner program overviewVeRO for sellers and other members

VeRO Absolute Related email templates Welcome

<https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL3916>>First
contact </a

<https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL10275>>Welcome to
program - with VRT </a

<https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL11004>>Welcome to
program - eNOCI VRT </a

<https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL10376>>VRT
invite </a

<https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL6851>>VRT BRT Email
Already Associated w/ VRTBRT Acct </a

<https://cskb.vip.ebay.com/cskbapp/art?page=content&id=SOL10405>>VRT - Email
associated with account (Feedback on account) </a

<https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL6852>>VRT - Email
Associated with account (No Feedback) </a

<https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL6853>>VRT Not Filled
out Correctly </a

<https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL6857>>VRT Processed
using existing account </a

<https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL6854>>VRT
BRT </a

<https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL10266>>BRT Change
Concerns 2 PIA </a

<https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL5018>>PIA request form
- cover letter </a

<https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL3945>>PIA request
template </a

[href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL6867"](https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL6867)>US PIA welcome letter </a

[href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL10288"](https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL10288)>PIR - PB Second Response </a

[href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL10285"](https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL10285)>PIR - PB No NOCI & PIA </a

[href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL10373"](https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL10373)>PIR - Does not have NOCI for seller </a

[href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL10286"](https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL10286)>PIR - PB Second Response No NOCI </a

[href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL10284"](https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL10284)>PIR - No PIA for country </a

[href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL10374"](https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL10374)>PIR - Processed some, does not have NOCI for others </a

[href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL4846"](https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL4846)>PIA request - international </a

[href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL4723"](https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL4723)>PIA received, filled out incorrectly </a

[href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL6844"](https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL6844)>PIA Requestor field contains rep or law firm name </a

[href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL6095"](https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL6095)>PIA More info needed </a

[href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL5693"](https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL5693)>PIA request received - in NOCI </a

[href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL6843"](https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL6843)>PIA - Processed - No Info Requested </a

 Database </a

[href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL6838"](https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL6838)>Database How
do I update? <a
[href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL6840"](https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL6840)>Database
Provide all contact details <a
[href="https://cskb.vip.ebay.com/cskbapp/art?page=content&id=SOL6839"](https://cskb.vip.ebay.com/cskbapp/art?page=content&id=SOL6839)>Database - All
contact details provided NOCI <a
[href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL4726"](https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL4726)>Need
NOCI <a
[href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL10274"](https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL10274)>New RO no
signature <a
[href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL4722"](https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL4722)>Unauthorized RO
contact <a
[href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL4720"](https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL4720)>NOCI
Incomplete <a
[href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL3909"](https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL3909)>NOCI received -
IP claim unclear <a
[href="https://cskb.vip.ebay.com/cskbapp/art?page=content&id=SOL10539"](https://cskb.vip.ebay.com/cskbapp/art?page=content&id=SOL10539)>EU Parallel
Import Response - First Contact <a
[href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL6841"](https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL6841)>NOCI PB Patent
Infringement <a
[href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL6842"](https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL6842)>NOCI PB Patent
Jurisdiction <a
[href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL10280"](https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL10280)>PB - Need
LOA <a
[href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL10276"](https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL10276)>PB - Did not
provide an email for sellers <a

[href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL10277"](https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL10277)>PB - Illegible
fax
[href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL10279"](https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL10279)>PB - Multiple
reason codes
[href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL10278"](https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL10278)>PB - Invalid or
no item numbers
[href="https://cskb.vip.ebay.com/cskbapp/art?page=content&id=SOL10396"](https://cskb.vip.ebay.com/cskbapp/art?page=content&id=SOL10396)>PB
- Reporting Counterfeit with stock photo
[href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL10372"](https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL10372)>PB - Not a good
faith report
[href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL4721"](https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL4721)>No
IP
[href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL10211"](https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL10211)>Uploaded fax
with NOCI
[href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL10210"](https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL10210)>Uploaded
fax
[href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL4036"](https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL4036)>GSP Email to
Rights Owner
[href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL10371"](https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL10371)>GSP - Second
Response to RO
[href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL10209"](https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL10209)>Contractual
issues
[href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL10375"](https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL10375)>Processed after
clarification Post-NOCI
[href="https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL6845"](https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL6845)>Contacting RO on
Seller Behalf

<https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL5902>& Requesting seller suspension
 <https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL4725>& Requesting seller reinstatement
 <https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL6318>& Reinstatement reply
 <https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL6865>& Reinstatement clarification
 <https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL10272>& Counter Notice - RO wants to dispute
 <https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL10370>& Counter Notice - RO files NOCI for CN protected items
 Store name, username
 <https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL6848>& Store Name/User ID NOCI First Contact
 <https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL6847>& Store Name/User ID NOCI 3 day warning sent
 <https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL6846>& Store Name/User ID NOCI Follow up Store Name/User ID Changed
 <https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL6849>& Username Request Clarification Not Promoting/Selling
 <https://cskb.qa.ebay.com/cskbapp/art?page=content&id=SOL6850>& Store Name/User ID - Request clarification/documentation
 </h2></h2>GUIDE.TALKING_POINTS For use by VeRO Legal only! </a name="roqa">Rights owner questions How to submit a subpoena Internal Information We are unable to provide instructions on how to submit a

subpoena or provide legal advice. If you receive questions about how to submit a subpoena beyond what is covered in the statement below, let the caller know that we cannot provide them with legal advice. If they have questions, they may want to consult with an attorney.

All subpoenas, including DMCA subpoenas, need to be served to eBay via our Registered Agent for Service of Process, which is on file with the Secretary of State in each jurisdiction. This will ensure that the appropriate people receive the subpoena and it is processed accordingly.

How can I report listings I believe infringe on my rights? How do I report an item through the VeRO program?

In order to report a listing that you believe is infringing, you must submit a Notice of Claimed Infringement (NOCI). You may find more information about this process and report an item by going to [ebay.com/VeRO](https://cskb.qa.ebay.com/csxbapp/art?page_content&id=GUIDE1422&ViewLocale=en_US#workflows).

If you are aware of a listing or item that infringes your intellectual property, you can report a listing using the Notice of Claimed Infringement form. This form can be submitted to the VeRO team via email, fax, or mail.

Once your report has been received, our VeRO team will review the notice and take appropriate action.

[Internal Information](#)

[See e2M Listing Workflow](https://cskb.qa.ebay.com/csxbapp/art?page_content&id=GUIDE1422&ViewLocale=en_US#workflows) User ID NOCI Tab for instructions

How can I report infringing listings on behalf of another organization?

If you come across an item that you believe may infringe someone's intellectual property rights, we encourage you to contact the rights owner directly to tell them about our Verified Rights Owner program (VeRO). Rights owners can have infringing listings removed through the VeRO program. You can view a list of some current VeRO Participant Profiles [here](http://vero.ebay.com/) at the link below, but note that this is not an all-inclusive list:

<http://vero.ebay.com/>

How do I fill out the Notice of Claimed Infringement? Im having trouble filling out the NOCI. What reason code should I use?

The Notice of Claimed Infringement has fields for you to fill out your

contact information as well as the details regarding the alleged intellectual infringement you are attempting to report.

Because the Notice of Claimed Infringement is a legal document, I can't give you advice on how to fill out the form. As we are not experts in your rights, we cannot advise you on which reason code to use. The reason codes are separated by whether or not the item itself is infringing or if there is something in the way the item is described that is causing the infringement. They are also separated by trademark, copyright, and other forms of infringement. You are also welcome to explain in full detail using the 6.1 reason code.

If you have questions about intellectual property enforcement, you may want to consult an attorney.

This seller isn't an authorized dealer/selling below MAP.

The VeRO program is not designed to control the distribution of legitimate items sold on the secondary market. This would include issues regarding minimum advertised price enforcement.

Our dealer agreement prohibits our authorized re-sellers from selling on eBay.

The VeRO program is not designed to address disputes of distribution or sales agreements. We are not able to remove listings on the basis that the sale of the items are in breach of a contract, as we are not in the position to adjudicate these claims. This would include issues regarding minimum advertised price enforcement.

Can I use VeRO just to keep people from selling my product on eBay?

No, the VeRO program is only used to report instances of alleged intellectual property infringement. However, it cannot be used specifically to control the distribution of legitimate items sold on the secondary market. eBay is a free marketplace. We don't prohibit the sale of items unless they violate eBay policy or a Rights Owners intellectual property.

If you have questions about intellectual property or your rights, you may want to consult an attorney.

Will you suspend the seller after I report their listings?

eBay continually reviews the accounts of repeat offenders and takes appropriate action. Each time a listing is removed through the VeRO Program, we review the seller's account to determine if additional action is necessary based on our policies and procedures. In general terms,

the action we take may range from an informational alert to a complete suspension of eBay privileges. Accounts may also receive restrictions. Note that, due to privacy concerns, we are unable to disclose the action we have taken or may take regarding a user's account. Unless the seller's account is suspended, the action we take will not be visible to anyone other than the member.

I sent a notice to VeRO but haven't heard back. Why hasn't eBay removed the listings I reported?

Once we receive notice, we'll take appropriate action as quickly as possible. Our response time is generally less than 24 hours. You'll need to email us directly at <mailto:vero@ebay.com> I reported a listing in error. How can I have it reinstated?


You'll need to email us directly at <mailto:vero@ebay.com> We can't take your request over the phone, as there is no way for us to verify your identity.

GUIDE.INSTRUCTIONSSTEPS_TO_RESOLVE

For use by VeRO Legal only (when providing instructions to Rights Owners)! VRT troubleshooting

- Verify that you are signing in to the right account.
- Try <https://cskb.qa.ebay.com/csKBapp/art?page=content&id=GUIDE1452>
- clearing cache and cookies
- Try another browser.
- Sign out of the tool and sign in again. If the item is on the Motors site or an international site, try signing in to the account from that site.
- Internal Information
- If these steps do not work, change the VeRO Level in AD from 6 (BRT) to 1 (VRT) and then back again.
- If you haven't already, it's a good idea to set up your @ebay account as a VRT or BRT account. You can then try to replicate the issue.

This is what the BRT looks like on a listing. It appears at the very bottom of the page, below the description and any suggested listings:



src="https://cskb.qa.ebay.com/library/EBAY/Images/GUIDE/1001%20-%201500/1347/brtlook.png"&
gt; </h2>