

## Use of eBay Logos, Names & Screenshots

**GUIDE.SUMMARY** What The eBay name and logo are registered trademarks in the United States and many other countries. eBay has a policy on the use of its logo and name to protect its intellectual property rights and brand name. If you'd like to drive internet users to your eBay store or listings using a special button we've created, we can help with that. eBay Name It's usually permissible for you to refer to eBay in a descriptive manner on your website, in item listings or in advertisements. For example, you might say "Check out my antique items on eBay," or "I sell on eBay." (By the way, eBay is always spelled "eBay"; it is never spelled "Ebay" or "e-Bay.") You should not refer to eBay in any way that might lead someone to believe that your company or site is sponsored by, affiliated with, or endorsed by eBay. eBay Logo We generally do not permit the use of the eBay logo by third parties unless they have a written license agreement with eBay. Use of the eBay logo without permission from eBay is not permitted on any of the following types of materials:

- Promotional materials
- Flyers
- Websites
- In your auction listing
- On merchandise (homemade or otherwise), including but not limited to:
  - Business cards
  - Shirts/Hats and other clothes
  - Bean bag plush toys
  - Store windows
  - Miniature cars
  - Mailing labels
  - Mousepads
  - Signage
  - Buttons
  - Coins
  - Mugs
  - Dolls
  - Toys

eBay Logos and Screenshots We occasionally permit the use of eBay logos or screenshots by third parties. For example, we may permit the use of an eBay screenshot in a college textbook or a motion picture. However, such uses of screenshots or the eBay logo usually require a written license from eBay.

**eBay Domain Names** eBay owns exclusive trademark rights in the eBay name in the United States and in many countries internationally. The

ownership, use or sale of a domain name containing the eBay name is not permitted because it is likely a trademark infringement.

We do not give permission to third parties to register domain names containing "eBay." Also, eBay item listings attempting to sell such domains are likely to be ended by eBay.

Further information

If you have any further questions, please send an email to [ippermissions@ebay.com](mailto:ippermissions@ebay.com).

For a full outline of Brand Permissions process and to make a request, visit the Brand Permission page:

<https://brandpermission.ebay.com/>

GUIDE.RELATED\_LINKS Help Pages:

Use of eBay Intellectual Property

<http://pages.ebay.co.uk/help/policies/everyone-ebayipuse.html>

Related Guide: LP - PS and eTRS logo policy - List Practices

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LP - PS and eTRS logo policy - List Practices

GUIDE.TALKING\_POINTS What logos or icons can I use on my listings? The eBay Top-rated seller badge is the only icon to inform buyers about sellers providing great service and experiences. What is the policy for use of the eBay Top-rated Seller status badge?

If you're a Top-rated seller, a prominent Top-rated seller badge will automatically appear in your listings.

According to the eBay Selling Practices policy, sellers are not allowed to use eBay's Top-rated seller logo or similar artwork and expressions such as "top rated seller," "top seller," "trusted seller" in listing descriptions and other buyer-facing pages.

Can I use the PowerSeller / Top-rated Seller logo in my listing/business cards/etc?

Thanks for your question regarding using the PowerSeller program logo (or Top-rated Seller logo.)

These logos are important signals to the community of high-quality sellers. Maintaining the value and integrity of the

PowerSeller and eBay Top-rated seller logos is important to both eBay and its members. To ensure logos are not used incorrectly, whether intentional or inadvertently, eBay does not allow sellers to use these logos in listings or other online or offline material. eBay also does not allow the use of the words PowerSeller and Top-rated seller in item titles or descriptions.

While the PowerSeller program has been retired, its name and logos are registered trademarks protected by intellectual property law. Sellers need [permission](https://brandpermission.ebay.com/) to use them. Find out more about eBay's [Selling Practices Policy](https://www.ebay.com/help/policies/selling-policies/selling-practices-policy?id=4346).