

## LP - Top-Rated misrepresentation policy - List Practices

### <h2>GUIDE.SUMMARY

What is the policy?

 Adding eBay badges or making claims of account status in an item description is

not allowed. <ul> <li>Sellers are not allowed to use the PowerSeller or eBay Top-Rated

Seller (eTRS) logos, icons, or similar artwork on eBay, other websites, or offline materials</li>

<li>Sellers may not make any claims about being a PowerSeller or Top-Rated Seller in their

item description, even if they hold that status</li> <li>eBays name and logos are registered

trademarks protected by intellectual property law, and sellers need <a

href="https://brandpermission.ebay.com/" target="\_blank">permission</a>&nbsp;to use

them</li> </ul> Why does eBay have this policy? This policy protects the eBay Top-Rated

Seller status and prevents abuse by users who may not actually have this status.

### <h2><h2>GUIDE.TALKING\_POINTS Using PowerSeller or Top-rated Seller logo on

business cards <ul> <li>Thanks for your question regarding using the PowerSeller program

logo (or Top-Rated Seller logo).</li> <li>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 that logos are not

used incorrectly, whether intentionally 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 or Top-Rated seller in item titles or descriptions.</li> <li>eBay has removed

the PowerSeller business templates to avoid possible misuse of the PowerSeller name and logo in

offline situations, such as a seller representing themselves as a PowerSeller or Top-Rated Seller

when they are not.</li> <li>Find out more about&nbsp;<a

href="http://pages.ebay.com/help/community/permission-request.html" target="\_blank">using

eBay logos and screen shots</a>. You can also learn more about the&nbsp;<a

href="http://pages.ebay.com/help/policies/selling-practices.html" target="\_blank">Selling

Practices Policy

- Member was a PowerSeller and wants to use logo

With the launch of the Top-Rated Seller program, we are encouraging buyers to use this badge when making purchasing decisions regarding the quality of customer service the seller may be providing.

We've retired the PowerSeller logo from member-facing pages to reduce confusion and enhance the meaning/value of the Top-Rated Seller badge.

The PowerSeller program was retired for good from June 20, 2021. However, we'd like to reward you for the quality of service you provide to your customers when you meet heightened seller performance requirements to become a Top-Rated Seller.