

eBay's intellectual property policy

For more details on when and how you can use our trademarks, as well as other intellectual property like buttons, banners, links, screenshots, and domain names, please see our full policy guidelines below.

Frequently Asked Questions

Can I use the name eBay and logo on my own website?

You can use the name eBay to refer to eBay on your own website. For example, you can say: "See my antiques on eBay!" Make sure to spell it correctly – eBay, not Ebay or ebay. To use the logo, however, you have to have a written trademark license agreement with eBay.

Can I use the eBay name and logo on my business card?

No, you can't use our logo or name on your business card.

Can I use the eBay logo on my own website to create a link to my eBay Store?

No, you can't use the eBay logo or name as a link. The only time this is allowed is if you use a "Right Now on eBay" button to link your site to the eBay home page.

[Learn more about](#)

[linking your site to eBay](https://www.ebay.com/help/policies/listing-policies/links-policy?id=4248).

Can I combine eBay or Bay with the name of my Store to create a new user ID, Store name or domain name?

No, that's against our policy. eBay owns the trademark rights to the eBay name. You can't own or use a user ID, Store name or domain name that contains a trademark owned by another person or company.

Read our full policy

Intellectual property policy overview

The eBay name and logo are registered trademarks in the US and internationally. Use of the eBay name and logo are only allowed if an individual or organization has a written license agreement with eBay. These guidelines explain when you can and can't use the eBay logo, name, or screenshots of the eBay website. Activity on eBay is required to follow this policy, the eBay [User Agreement](https://www.ebay.com/help/policies/member-behavior-policies/user-agreement?id=4259) and all applicable laws, as well as respect the rights of third parties. If it doesn't, eBay may take action consistent with applicable laws and the eBay

[href="https://www.ebay.com/help/policies/member-behavior-policies/user-agreement?id=4259"](https://www.ebay.com/help/policies/member-behavior-policies/user-agreement?id=4259)>User Agreement, and may even be legally required to do so. Such actions may include, as an example only: Removing the listing or other content, issuing a warning, restricting activity or account suspension.</h2 id="section2">What are the guidelines?</h2></h3>Use of the eBay name</h3>You may use the eBay name to refer to eBay (for example, "Check out my antiques on eBay" or "I sell on eBay",) provided you adhere to the following guidelines:Your use can't mislead consumers as to any eBay sponsorship, affiliation, or endorsement of your company, products, or servicesWhen referring to eBay, use the eBay name in a plain text font and format only. Never use the eBay logo in a sentenceeBay is always spelled "eBay." It's never spelled "Ebay," "e-Bay," or "ebay"</h3>eBay Partner Network</h3>You may apply to join the eBay Partner Network and use our special eBay banner on your website.</h3>Use of the "Right Now on eBay" button</h3>If you have your own web page, you can use a "Right Now on eBay" button to link your site to the eBay home page. Learn more about </a href="https://www.ebay.com/help/policies/listing-policies/links-policy?id=4248">linking your site to eBay.Except for the "Right Now on eBay" link button, you can't use any other eBay logo or graphic to link to eBay.</h3>Use of the eBay logo</h3>You may not use the eBay logo unless you are granted an express written trademark license by eBay.</h3>Use of screenshots</h3>You may not use screenshots from eBay unless you are granted an express written license by eBay.</h2 id="section3">Prohibited use of the eBay name and logo</h2>eBay does not permit the use of its name and logo for any of the following:Business cardsAs website linksDomain namesName of your eBay store or your user nameMailing labelsStore windowsReferring to eBay in a way that could lead someone to believe that you are sponsored by, affiliated with, or endorsed by

eBay

eBay domain names

eBay owns exclusive trademark rights to the eBay name in the US and internationally. We don't allow the registration, ownership, use, or sale of a domain name containing "eBay". Listings that attempt to sell an eBay domain name are removed from eBay. While it's popular to register, use, and sell domain names (including on eBay), you generally aren't allowed to own, sell, or use a domain name that contains a trademark owned by another person or company. For more information, see the [Anticybersquatting Consumer Protection Act of 1999](https://www.congress.gov/106/bills/s1255/BILLS-106s1255es.pdf) - opens in new window or tab.

When written permission from eBay is required

You must request written permission from eBay for the use of eBay intellectual property as follows:

- Any use of the eBay logo
- Any use of eBay screenshots
- Any use of the eBay name in books, on merchandise, or for sponsorships, including conferences

Please note that we reserve the right to deny your request at our sole discretion. Submit your request using our [Intellectual Property Permission Center](https://brandpermission.ebay.com/) - opens in new window or tab. You can also email us at ippermissions@ebay.com.

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