

VeRO policy - Verified Rights Owner program overview

<h2>GUIDE.SUMMARY

What is the policy?

 Intellectual property rights owners

Only intellectual property rights owners can report eBay listings that infringe on their copyright, trademark, or other intellectual property rights. Sellers who are rights owners can learn more about

the VeRO program and file a report from the <a

href="http://pages.ebay.com/seller-center/listing/create-effective-listings/vero-program.html#m17-1-t

b2" target="_blank">Reporting intellectual property infringements (VeRO) - opens in new window

or tab page. Not the rights owner Members who are not the rights owner can still help by

getting in touch with the owner and encouraging them to contact us. Some rights owners who

participate in the VeRO Program have created a participant page, so eBay members can find out

more about their products and legal positions. Though not all VeRO participants have a page, those

that do can be found at our VeRO participant

pages - opens in new window or tab. If a seller's listing or product was removed Sellers

who believe their listing or product was removed in error can learn more about <a

href="https://pages.ebay.com/seller-center/listing-and-marketing/verified-rights-owner-program.html

#m17-1-tb1" target="_blank">how eBay protects intellectual property (VeRO) - opens in new

window or tab. Why does eBay have this policy? This policy helps to ensure that eBay

users trust our marketplace, and comply with the law.

</h2><h2>GUIDE.TALKING_POINTS For use by anyone. If a seller has a question that is

not covered here, or they want to appeal a VeRO removal, please direct them to contact the VeRO

team directly at< a href="mailto:vero@ebay.com">vero@ebay.com.

What information in a MAC note can I give to the seller? The following information found in

the Mac Note for the VeRO removal is the only information that you can give to the member:

 Violation of policy (Even though it is named policy, it is the reason that the Rights

Owner/VeRO participant reported the item.) Rights Owner's Name
Rights Owner's Public email External Documentation (This information is usually not included, but if it is, this information was given to the member in their ending letter. You can reiterate what is here.) Internal Information
 Do not give out any of the Private Contact Details for the reporter or any information in the Internal - Do Not Disclose section of the MAC note. What is the difference between Copyright and Trademark? Trademark: A trademark is a word, phrase, symbol, and/or design that identifies and distinguishes the source of the goods of one party from those of others. The Nike Swoosh is a type of trademark, and if this is put on any item not authorized by Nike then it is not allowed to be sold on eBay. Copyright: A copyright protects works of authorship, such as writings, music, and works of art that have been tangibly expressed. Making a copy of a DVD is an example of a copyright violation and is not allowed to be sold on eBay. What can I tell a seller about a Replica or Unauthorized Copy removal? Your listing was removed because we received a report from an intellectual property rights owner that your listing was infringing upon their copyright or trademark by offering an unauthorized product. Counterfeits, unauthorized replicas, unauthorized copies (such as copied artwork, music, or books) and unauthorized items (such as counterfeit watches, handbags, or other accessories) aren't allowed on eBay. What can I say about Brand Name Misuse removals? Your listings were removed because an intellectual property rights owner reported your listing as infringing their trademarked brand name inappropriately or to describe a product the brand did not make. Generally, if a product is compatible with only one single brand, then in the listing, the seller may use the word fits or for in front of the trademarked brand name. If a product is compatible with multiple brands or products, we consider it universal and it is not appropriate to use the various compatible brand names in the listing. If a brand name or trademark is being used in a listing to describe a product that was not made by them, and is unrelated to their official product, then the brand name or trademark should not be used. What can I say about

Software removals? Your listing was removed because an intellectual property rights owner reported your listing as infringing. Selling software that violates an enforceable license agreement is an infringement of copyright laws. We recommend contacting the intellectual property rights owner directly for more information about this report. What can I say about Image and/or Text removals? Your listing was removed because an intellectual property rights owner reported your listing as infringing their intellectual property by using their copyright-protected images and/or text without their permission. When creating listings, sellers may only use images they have taken themselves or have a license to use and post and may only use descriptions they have written themselves or have a license from the rights owner to use. This means that unless a seller has a license, they may not copy and paste into their listings the images, photos, videos, graphics, descriptions, and other creative content found on the internet or elsewhere. What can I say about Patent or Design Right removals? Your listing was removed because an intellectual property rights owner reported your listing as infringing upon their registered patent or design. Patents and design rights protect a products shape or function from being copied or used without permission. If a seller would like more information about the patent or design right that this rights owner is enforcing, please suggest contacting the rights owner directly. What can I say about Right of Publicity removals? Offering products or posting content that uses a persons image, likeness, name, or signature is not allowed unless the product was made or authorized by that person or if you have permission to do so.

- Listing a photo of a person that did not give permission for the photo to be taken is not allowed.
- Listing a dress that uses the image of a celebrity wearing the same/similar dress is not allowed.

What can I say about Parallel Imports removals? Your listing was removed because an intellectual property rights owner notified us that the listing was infringing on their rights by offering shipping into a particular country or region. Sellers are welcome to relist; however, they must be sure to adjust their listing to no longer offer shipping into that country or region. They may need to remove the Global Shipping Program from this item, if applicable.