

All About Her® We are privileged to own several registered trademarks under the brand name All About Her® As a member of the eBay VeRO Program, we are careful to monitor eBay, to enforce the proper use of our intellectual property, and ensure product safety for consumers. Any auctions found to have impermissibly used our intellectual property will be brought to the attention of eBay for further action, including the possible removal of the auction. We provide this page to do our best to ensure that eBay buyers receive only legitimate All About Her merchandise. Please contact eBay Customer Support if you find an item listed for an auction that you suspect is unauthorized.

### Frequently Asked Questions

Q: Why was my auction removed?

A: We cannot permit the infringing use of any of our intellectual property on eBay. The trademark laws require that a trademark owner prevent unauthorized or potentially confusing uses (or misuses) of its trademarks. This is to ensure that customers are not confused, and also helps to prevent generic uses of valuable marks, as well as dilution, disparagement, or other diminishment of goodwill and reputation. We ask that eBay users respect our rights and please seek counsel before engaging in any activity that might violate our trademark rights, or those of any other trademark owner.

Q: Why was my auction singled out when there are similar items still for sale on eBay?

A: We work hard to ensure that any auctions that contain infringements of our intellectual property are removed from eBay as soon as possible. However, given the popularity of our brand name, the high volume of merchandise for sale on eBay, and the frequency of newly added auctions, it is difficult to immediately identify and remove every infringing item. If it appears we have not yet acted against an infringing auction that does not mean we will not act, or that the auction is not in violation of United States and international laws

Q: Why did eBay allow me to post my auction?

A: eBay is unable to pre-screen their auctions for all unauthorized uses. Therefore,

just because eBay  
posted your auction does not mean that the sale is legal

Q: Why I cannot use the word "All About Her" in my auction heading even though I am not selling  
an All About Her item?

A: The All About Her name is a registered trademark for a wide range of products as well as  
for retail services, and may only be used with the authorization of All About Her. You should  
not use the All About Her name in connection with the sale of goods that come from a source  
other than All About Her.

Q: If I purchased an authentic item of All About Her merchandise, can I re-sell the item on eBay?

A: Yes. It is legal to re-sell a genuine item that you purchased, in its original, unaltered form.

Nevertheless, it is impermissible to use All About Her's copyrighted images to promote the sale of the item.

In addition, you cannot use All About Her's trademarks and logos to make your auction more appealing. You  
are prohibited from producing an unauthorized copy of legitimate merchandise and offering it for  
sale.

Q: Can I list an item if I expressly say that it is "NOT GENUINE," "FAKE," or a "KNOCK OFF"?

A: No. A disclaimer regarding the authenticity of goods does not relieve a seller from liability for the  
manufacture, distribution and/or sale of unlicensed, counterfeit goods. Such activity is criminal and  
may subject you to the payment of monetary fines and imprisonment.

Q: Can I use All About Her's logo or other logos or properties owned by All About Her's to make my auction  
listing more appealing?

A: No. Use of these All About Her's logos or other intellectual properties wrongfully implies that your  
auction is authorized, sponsored, or approved by All About Her, and dilutes the value of these logos in  
violation of state and federal trademark laws.

Q: How can I determine whether an item for sale on eBay is a genuine All About Her

product? \_

A: We cannot guarantee the authenticity of any All About Her item being sold on eBay.

To assist you in determining whether something you're interested in buying is genuine or counterfeit. Contact us at [info@allaboutther.com](mailto:info@allaboutther.com)