

# AUTHENTIC BRANDS GROUP

## Authentic Brands Group

Authentic Brands Group (“ABG”) is a brand development and licensing company. Our mandate is to acquire, manage and build long-term value in iconic consumer brands in the apparel, sporting goods, action sports, home, celebrity, entertainment and consumer electronics segments. Our mission is to build a global portfolio of world-renowned brands, and to further enhance brand equity, through partnering with best-in-class licensees, retailers, wholesalers and direct to consumer partners worldwide. Our innovative marketing strategies include traditional and new media outlets, as well as adjoining athlete and celebrity talent to brands. Our brands include: ELVIS PRESLEY, MARILYN MONROE, MUHAMMAD ALI, JUDITH LEIBER, ADRIENNE VITTADINI, TARYN ROSE, SPYDER, PRINCE, HICKEY FREEMAN, HART SCHAFFNER MARX, MISOOK, PALM BEACH, TAPOUT, SINISTER, SILVER START, SPORTCRAFT and more (collectively our “Brand(s)”. Our Brands are supported by our worldwide trademark (our “Trademark(s)”) and our copyright (our “Copyright(s)”) portfolios, and we make every effort to protect their value on a daily basis.

### Elvis Presley

Elvis Presley began his singing career in 1954, and by 1956, he had become an international sensation. With a sound and style that uniquely combined his diverse musical influence, which blurred and challenged the social and racial barriers of the time, he ushered in a whole new era of American music and popular culture.

High talent, good looks, sensuality, charisma and good humor endeared him to millions, as did the humility and human kindness he demonstrated throughout his life.

Even more than 35 years after his passing, Elvis is still one of the few global icons that instantly evoke a universally positive response. It is no secret that Elvis’s powerful and global persona reaches far beyond music and movies. Elvis has become a strong force that impacts all areas of popular culture—from Broadway plays and live Las Vegas entertainment, to books, movies, music and concerts. Known the world over by his first name, he is regarded as one of the most important figures of the 20th century popular culture.

### Muhammad Ali

More than 50 years after he emerged as a gold medalist at the 1960 Rome Olympics, Muhammad Ali remains one of the most recognizable men on Earth. While his success as a boxer is widely respected, Ali’s greatest triumph lies in his legacy as a champion, leader, humanitarian, and artist.

Among his countless awards and accolades, Ali was named Sports Illustrated's "Sportsman of the Century" and GQ's "Athlete of the Century". Ali is also a United Nations Messenger of Peace, and has received the Presidential Medal of Freedom and the Amnesty International Lifetime Achievement Award. His work both inside and outside the ring truly makes Muhammad Ali "The Greatest of All Time".

### Marilyn Monroe

Born in 1926, Marilyn Monroe would become one of the most celebrated and enduring icons of all time. After spending much of her childhood in foster homes, Norma Jeane Mortenson began her modeling career in 1945, and quickly captured the attention of movie studio executives, directors and photographers, who recognized her ability to capture and hold the attention of anyone on the opposite end of a camera lens.

She quickly captured the attention of movie studio executives, directors and photographers, who immediately recognized her ability to capture and hold the attention of anyone on the opposite end of a camera lens. By the end of 1946, Norma Jeane Mortenson had transformed into Marilyn Monroe, the platinum blonde we know and love her as still to this day.

For more than a decade, Monroe captivated audiences through a multitude of comedic and dramatic roles. Not only was she a defining actor, but she also embodied American sex appeal, vulnerability, charm, charisma, talent and tragedy. More than 50 years after her passing, Marilyn Monroe is one of the most beloved Hollywood stars of her cinematic era. Her persona and image have captivated the world over and continue to transcend gender and generation. Her timeless elegance is ingrained in our culture and it is our goal to enhance her legacy by creating a brand that exudes Monroe's sophistication and grace.

The Marilyn Monroe brand takes the greatest female icon of the 20th century and re-imagines her for the 21st century. It seduces the world with products that capture Monroe's iconic personality, style, glamour and elegance. Marilyn Monroe products bring out the inner Marilyn in every woman.

### Juicy Couture

Juicy Couture is a glamorous, irreverent, and fun lifestyle brand for the decidedly fashionable, bringing LA style and attitude to girls all over the world. Embracing its Los Angeles heritage, Juicy discovers the couture in the every day, and delivers an element of surprise in all of its designs.

The global phenomenon is identified as a casual luxury brand, offering apparel in the categories of women, girls and baby, handbags, shoes, intimates, swimwear, fragrance, accessories and jewelry.

Juicy Couture is available in approximately 200 Juicy Couture stores, Juicy Couture outlet stores and select department stores approximately 60 countries throughout North America, Europe, Asia, Latin America, Africa and the Middle East. For updates and more information, please visit

JuicyCouture.com. Follow Juicy Couture on Facebook, Twitter, Tumblr, Pinterest, Instagram and blog, The Juicy.

Juicy Couture is a trademark owned by ABG Juicy Couture, LLC.

### Judith Leiber

For over 50 years, Judith Leiber has been one of the most coveted and desirable names in the luxury accessories marketplace. This iconic brand is what others aspire to be. Bringing together the realms of art and fashion, Judith Leiber designs are collected by the world's fashion leaders—as a wearable art form, appearing on the arms of the most stylish celebrities to walk the red carpet.

The unique designs and craftsmanship of Judith Leiber products are unparalleled, easily recognized and continue to be timeless works of art and objects of desire – truly the ultimate luxury.

### Adrienne Vittadini

A legacy of luxury for the modern everyday woman.

The Adrienne Vittadini brand was established in 1979 when designer Adrienne Vittadini reinvented knitwear as a fresh, feminine and sensual way to dress. With an American upbringing and a European heritage embracing a strong Italian sensibility, Adrienne Vittadini created a brand that has long been synonymous with a “Euro-American” design and point of view.

Today, the brand draws from its heritage and continues to offer knitwear in vibrant colors and rich textures with unexpected details that create a timeless statement. The brand is expanding into the travel accessories marketplace building on its experience in discovering new technology and producing stylish products.

### Taryn Rose

Comfort is the Ultimate Luxury. Taryn Rose changed the footwear industry in 1998 by creating a line of beautiful luxury shoes that pamper the foot. Formally trained as an orthopedic surgeon, Dr. Rose wanted to prevent those problems she saw in her patients, caused by years of wearing ill-fitting footwear—by developing a shoe line that balanced fashion with function.

With her love of designer fashion and acute sense of style, Dr. Rose created her collection using the most cutting edge technology and materials, and designed the line to be worn with the finest clothing. The idea of being well dressed while still being health-smart touched a nerve with fashionable women from coast to coast, creating a dedicated following of the Taryn Rose brand. The footwear collection really does embody the notion that “Comfort is the Ultimate Luxury”.

Today, the Taryn Rose brand continues to be committed to delivering products that change people's lives—that help people look, feel and live better. The brand consistently takes on the

challenge to find the next breakthrough in technology and to remain on the cutting-edge of design and manufacturing.

### Spyder

Spyder lives and breathes the ski lifestyle. Its roots run deep within the ski community and from day one it has been a catalyst for the progression of technical design and hyper-performance, driven by the relentless pursuit of defining contemporary mountain style.

Spyder believes that skiing is an instinct—the fusion of a predator’s psyche and an artist’s rhythm. This instinct is what drives the Spyder athlete to push the boundaries, taking extreme sports to the next level with strength and style. It is an instinct both difficult to control and impossible to contain, and is at the heart of everything Spyder creates. Spyder is committed to driving innovation, finding untouched secrets that provide the ultimate ski experience both on and off the mountain, and delivering the most premium products for any condition and setting.

### Prince

Since 1970, Prince has continually redefined the racquet sports landscape by bringing to market the most innovative and forward thinking products.

From its origin as a manufacturer of the “Little Prince” ball machine, Prince has proven itself to be a global industry leader in delivering premium, performance products designed to fit the lives of racquet sports enthusiasts. With a strong, highly recognized global name, Prince has, through the years, supported many of sport’s most famous athletes including Andre Agassi, Maria Sharapova and Martina Navratilova.

### Hickey Freeman

With more than a century of artistry, the Hickey Freeman brand perfectly embodies “The American Dream”. In 1899, Jeremiah Hickey and Jacob Freeman began by manufacturing men's tailored clothing in a Rochester, New York factory.

Suits, sportcoats and topcoats are still produced in this same factory today, and the enduring brand has evolved into a luxury international beacon for quality-centric and prestigious merchandise proudly made in America. For consummate style and unquestioning taste, the brand's offerings also include dress shirts, neckwear, sportswear, underwear, headwear, outerwear, hosiery, and leather accessories.

### Hart Schaffner Marx

From Wall Street to Main Street, our story is an American one. Founded in 1887, two immigrant brothers by the names of Harry and Max Hart scraped together just enough money to open up a men’s clothier in downtown Chicago, Illinois, where tailored clothing is still produced to this day.

Through their tireless work, savvy innovation and unwavering commitment to dressing men in high-quality clothing produced in the United States, the brothers grew their company into one of the largest men's suit manufacturers in the world. The brand continues today in that same tradition of offering American style and grace through its products. In addition to tailored clothing, the brand's offerings include dress shirts, neckwear, sportswear, underwear, headwear, outerwear, hosiery, and leather accessories.

### Misook

As a young woman traveling the world, Misook Doolittle realized she needed a wardrobe that packed well, but was still elegant. Being on the go meant that she didn't have time for trips back and forth to the drycleaners—but she wasn't willing to sacrifice style. Thus, the inspiration for the Misook brand.

Decades later, Misook apparel continues to provide elegant and interchangeable separates for the working woman. All dresses, pants, shells, cardigans and skirts can be mixed to create multiple looks to carry the Misook woman from the boardroom to the dining room. Trend-conscious, but not trend-driven, the Misook woman is one who dresses immaculately, but with ease, guided by the variety of options from the line.

### Palm Beach

Palm Beach is a societal brand that bears the name of one of the world's most beautiful environments and sought after social scenes. For generations, Palm Beach has been synonymous with leisure, beauty and fun—a playground for the pristine and affluent.

Palm Beach continues the tradition of offering the finest seasonal fabrics combined with exquisite tailoring, and providing an aspirational lifestyle for those who demand the best. From office to weekend, Palm Beach is the choice of discerning men who want timeless fashion that is always in style. Palm Beach products provide everyone with a sense of high society in their everyday lives—wherever they are.

### TapouT

Started in 1997 by Charles "Mask" Lewis, Jr. and Dan "Punkass" Caldwell in Southern California, TapouT is more than a brand and a lifestyle, it is a movement based on the culture, dedication and passion found in the heart of every athlete. The escalating energy around TapouT is based on a message that everyone is a hero and champion.

TapouT has been at the forefront of Mixed Martial Arts since the inception of the practice and is rapidly growing into other sports. It has been, and continues to be, the number one brand in MMA around the globe.

## Sportcraft

Founded in New York City in 1926, Sportcraft is a brand with a long-standing heritage in recreational gaming. Sportcraft was the first company to introduce a completely packaged badminton set in America, and has been the leader in gaming innovation ever since.

Over the years, Sportcraft has been an industry leader in the field of lawn games, tabletop games and a variety of tailgate, swim and fitness games, including the introduction of the first 4-piece table tennis set. Sportcraft continues to push the boundaries in the consumer recreational indoor and outdoor market. To eBay sellers: As a seller, it is your responsibility to ensure that your actions do not violate the intellectual property rights of another. Ignorance of the law is no excuse; the fact that you did not or do not know something is a violation of the law does not protect you from liability.

## FAQ

Q. Why has my auction been removed?

A. Your eBay auction was suspended most likely because we believe the merchandise being sold was counterfeit, and/or included an infringement of one or more of our Trademarks or Copyrights. Given the nature of eBay and the Internet generally, decisions are made based upon descriptions and photographs.

Q. Why was I allowed to post my auction if it violates the law?

A. Due to volume, it is not practical for eBay to conduct a comprehensive pre-screen of all the auctions that individual sellers post. Therefore, certain impermissible items are allowed to be listed, and are only detected and removed after the listing has been posted.

Q. Why does ABG care if I sell a single piece of unauthorized ABG merchandise?

A. ABG has invested and continues to invest a considerable amount of time and money to develop its Brands and to maintain their reputations for providing the highest quality products and services to their customers. The sale or auction of counterfeit merchandise, even a single item, risks confusing and deceiving consumers and diminishing the value of our Brands, Trademarks and our Copyrights.

Q. If I purchased a legitimate item of ABG Brand merchandise, can I re-sell the item on eBay?

A. Yes. It is legal to re-sell a genuine item that you purchased. You may also use our Trademarks to describe the item. Please note, however, that you cannot use ABG's copyrighted photographs to promote the sale of the item. You should instead use an actual photo of the goods being sold.

Q. Why didn't ABG contact me directly before reporting my auction to eBay?

A. Given the high volume of items posted on eBay, it is not possible to contact each seller individually before requesting that eBay shut down the auction.

Q. Can I list an item if I expressly say that it is “Not Genuine,” “Fake,” or other similar phraseology?

A. No. A disclaimer regarding the authenticity of goods (such as "faux", "fake", "knockoff", “cannot guarantee authenticity” and other similar disclaimers) do not satisfy state and federal laws prohibiting the sale of counterfeit merchandise.

Q. Can I use one of your Trademarks or reference one of your Brands in an auction heading even though I’m not selling an ABG Brand item?

A. No. It is misleading and impermissible to use one of our Trademarks or a reference to one of our Brands when there is no legitimate connection between the goods sold and the use of the Trademark or Brand name.

Q. Can I relist my item after it has been removed?

A. If you believe that your item was wrongly removed, you should not relist it without first finding out why the listing was removed. Relisting an item that has been removed could result in suspension from eBay.

Contact information: [legaldept@authenticbrandsgroup.com](mailto:legaldept@authenticbrandsgroup.com) If your email requests information that is already contained in this VeRO Participant Page, you will not receive a response. Due to the high volume of email received, it may take us a couple of weeks to respond to your message if it addresses an issue not discussed above.

## **ABG – SPECIFIC QUESTIONS**

Q. Will ABG verify the authenticity of merchandise purchased on eBay?

A. Unfortunately, we do not authenticate products. We encourage customers to purchase our product from our Brands’ owned and operated stores, via their respective websites and from reputable retailers. This is the only way to protect yourself from counterfeiters and to ensure that you are purchasing high-quality, authentic ABG Brand merchandise. If you believe that an eBay member is selling counterfeit ABG merchandise, you may send an email to [Legaldept@authenticbrandsgroup.com](mailto:Legaldept@authenticbrandsgroup.com) identifying the eBay seller ID and/or the auction number in question for ABG’s review.

Q. How does ABG police products on eBay?

A. ABG is committed to protecting the reputations of its Brands as well as the interests of its customers and licensees. To that end, ABG and its licensees monitor the Internet, including auction sites like eBay, to ensure that our Trademarks and Copyrights have not been infringed.

Q. What kind of actions will ABG take against those sellers who are found to be infringing on their trademarks?

A. ABG adopts a pro-active approach to the counterfeiting of our products and is actively targeting individuals, markets and any business premises where counterfeit copies of our products are manufactured, distributed, possessed or sold.

Q. Why should I care about counterfeiting?

A. Not only do counterfeiting and other infringements harm consumers who mistakenly purchase inferior products, it also harms ABG and our authorized licensees. Consumers who purchase counterfeits or unauthorized products may never learn of their mistake, and based on a single bad experience with a counterfeit product, they may never purchase an ABG Brand product again. Even worse, they may tell friends and colleagues that the quality of our Brand's products has deteriorated. The worldwide reputation for quality and innovation of all of ABG's Brands was earned through years of hard work and substantial investments of resources. Because that hard-earned reputation is critical to our success, we will not allow it to be tarnished by counterfeiters and infringers.