



# Beachbody, LLC

Founded in 1998, Beachbody, LLC's ("Beachbody") core purpose and corporate mission is to help individuals achieve their goals and enjoy fit, healthy and fulfilling lives. Beachbody is best known as the creator of its Beachbody® line of health, fitness, and wellness products and services. The core products in the Beachbody® line, and the products that are most often counterfeited or pirated, are Beachbody's fitness DVDs and kits. These fitness DVDs and kits are varied, helping all types of individuals meet their fitness, weight loss, and wellness goals. In fact, the products are much more than mere in-home fitness DVDs: each DVD-based home fitness product generally includes calendars and easy-to-follow fitness and nutrition guides, as well as fitness equipment and/or supplements.

## **How can I be certain I am buying genuine Beachbody product?**

Beachbody sells its products in the United States using only a few distinct methods; this assists Beachbody greatly in its anti-counterfeiting efforts:

- (1) Direct response – i.e., consumers who watch our infomercials or other advertising and call Beachbody directly to order products;
- (2) Direct sales to consumers through Beachbody's websites at [www.beachbody.com](http://www.beachbody.com) and [www.teambeachbody.com](http://www.teambeachbody.com);
- (3) Dedicated online storefronts, such as the Beachbody storefront at [Amazon.com](http://Amazon.com); and
- (4) Genuine Beachbody products may also be purchased through an "Independent Team Beachbody Coach" – Beachbody's network of independent distributors who provide health, fitness and other support and motivation to Beachbody consumers.

## **Buyer Beware!**

Unfortunately some "Beachbody" items found online may not be authentic. It is illegal to sell counterfeit products and Beachbody, LLC will not authenticate any item purchased from a party other than Beachbody or its authorized distributors and will make no representations as to its authenticity. The only way to guarantee authenticity is to purchase your Beachbody product from Beachbody itself or an authorized distributor, as listed above.

## **Frequently Asked Questions (FAQ)**

**Q: Why was my auction terminated?**

**A:** Your auction was terminated because we have a good faith belief the item being sold was a counterfeit Beachbody product or included an infringement of one or more of Beachbody's trademarks. We base our decisions upon many factors, including the photograph and the description of the goods, among other indicia.

**Q: Can Beachbody explain to me exactly how it came to the conclusion that the item I listed was counterfeit?**

**A:** We cannot share detailed information on how to differentiate between authentic and counterfeit Beachbody product, as this information is highly sensitive and could be used by counterfeiters to improve their counterfeit products.

**Q: I see many other listings of "Beachbody" products that look just like mine; why are those auctions allowed to continue?**

**A:** Beachbody vigorously enforces its intellectual property rights. We have several people working around the clock trying to ensure that only counterfeit/infringing Beachbody merchandise is removed. While we strive to identify and terminate every auction offering counterfeit Beachbody product, due to the high volume of new listings being added on a constant basis, some auctions featuring counterfeit/infringing items are completed before we are able to take action. Nevertheless, this does not change the fact that the sale of counterfeit/infringing goods is against the law.

**Q: Can I use Beachbody's images from its website at [www.beachbody.com](http://www.beachbody.com) or from an authorized independent Beachbody distributor's website in my auction?**

**A:** No. Beachbody closely controls the use of its copyrighted images and does not authorize the reproduction of its images, graphics or logos for use in your auction.

**Q: Why didn't Beachbody contact me before terminating my auction?**

**A:** Due to the large volume of matters we investigate, we must act decisively and expeditiously, and it is simply not possible for us to contact each and every seller prior to enforcing our intellectual property rights. However, we do our best to ensure that only counterfeit/infringing Beachbody merchandise is removed.

**Q: What if I was unaware that the product I was selling was not authentic Beachbody product?**

**A:** The law maintains that it is your responsibility to ensure that your activities do not in any way violate the intellectual property rights of others. Ignorance of the law or innocent intent is not a defense to trademark or copyright infringement.

**Q: If I promise not to sell counterfeit/infringing Beachbody products again, will you contact eBay and ask them to reinstate my account?**

**A:** Please contact eBay directly with any questions or concerns regarding the status of your account.

For more information about our products, please visit our website at <http://www.beachbody.com/>.