

# Bell Helicopter Textron Inc.

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## Frequently Asked Questions (FAQ)

### 1. Why was my auction ended?

Your auction was ended because it infringed upon BELL, trademarks, trade dress or copyrights (intellectual property rights). BELL has the responsibility and the right to protect its trademarks, trade dress and copyrights. BELL representatives monitor sales on eBay and other retail venues to ensure that BELL intellectual property rights are not infringed. Examples of such infringement include, but are not limited to: Trademarks - any unauthorized use of a registered trademark or a common law trademark owned by BELL, such as items using the BELL dependable airframe name (word marks) or "Huey II" or "EagleEye" etc. logo on products not produced by BELL or licensed for production by BELL, is trademark infringement. Trade Dress - any item that copies

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**2. Why can't I sell a single unauthorized item?** BELL has spent considerable time, money, and effort developing products, its reputation and goodwill through the marketing of its products the BELL brand and many of its product marks and designs are now famous. Sellers of unauthorized items who attempt to make money using the BELL name, marks and product designs or the appearance of BELL product designs, are attempting to transact business based on the company acquired distinctiveness, goodwill and reputation. The apparent association with products not made by BELL or licensed by BELL for manufacture damage the company reputation and can cause confusion about the origin of these other goods.

**3. Can I list the item if I don't use the name BELL?** No. Even if the item does not say BELL or another name owned by BELL, the distinctive look (trade dress) and design of the BELL rotorcraft and/or logo might not be copied it is infringement.

**4. Can I list the item if I say it a replica or copy or model?** No. A disclaimer about the goods offered for sale, such as "copy" or "replica" or "model" does not protect an infringing sale from state and federal law regarding the sale of infringing or counterfeit items.

**5. Why are others allowed to sell these items?** No one is allowed to sell copyrighted, trademarked or trade dress infringing items without a license from the manufacturer. While we make efforts to police the marketplace, some infringing items may be missed. You are not being singled out. All manufacturers and sellers of infringing items that BELL is aware of or becomes aware of are put on notice of BELL intellectual property rights and pursued if they do not stop infringing.

**6. What will happen if I re-list the item?** In the short term, you will be suspended from eBay. In the long term, if you do not obey the law and you re-list items, you may be seen as willfully breaking the law and you will subject yourself to civil and possibly criminal liability for your continued infringement and the consequences of your continued infringement. BELL proactively protects its intellectual property rights.

**7. I purchased the item legitimately, why can't I re-sell it?**

As mentioned above, infringing products may at times be offered for sale, and innocent purchasers may unknowingly buy infringing products. Nevertheless, the existence and sale of such products is still considered infringement. If you sell an infringing product, you have infringed BELL intellectual property rights whether you meant to infringe or not.

**8. What if I didn't know I couldn't list the item?** Ignorance of the law is not a defense or excuse to copyright and trademark or trade dress infringement. Now that your auction has been ended, you are on notice that the item you attempted to sell is unauthorized. Subsequent listings of such items increase the risk that BELL will pursue the protection of its intellectual property rights against you.