

Bluetooth® Wireless Technology

Bluetooth® wireless technology is the global wireless standard enabling simple, convenient, secure connectivity for an expanding range of devices and services. *Bluetooth* technology allows you to share voice, data, music, photos, videos and other information wirelessly between paired devices, and is currently incorporated into numerous products, from cars and mobile phones to medical devices and computers and even forks and toothbrushes. With over **three billion** devices shipping annually, *Bluetooth* wireless technology is the technology of choice for developers, product manufacturers, and consumers worldwide.

Bluetooth Special Interest Group (Bluetooth SIG)

The Bluetooth Special Interest Group (the “Bluetooth SIG”) is the trade association responsible for the development of the *Bluetooth* specification, as well as implementation and oversight of a range of programs including, among others, *Bluetooth* technology and trademark licensing, *Bluetooth* product and service qualification, and *Bluetooth* trademark protection and enforcement. The Bluetooth SIG exclusively owns the *Bluetooth* trademarks (shown below), which include the BLUETOOTH word mark (in English, Chinese Characters, Korean Characters and Japanese (Katakana) Characters), “B” Design figure mark, BLUETOOTH & “B” Design combination mark, and the UNTHINKABLY CONNECTED tag line (collectively, the “Bluetooth Trademarks”).

BLUETOOTH®



UNTHINKABLY CONNECTED®

The Bluetooth SIG itself does not make, manufacture or sell products or services; rather, it oversees a licensing program through which over **33,000** member companies are authorized to use *Bluetooth* wireless technology and the Bluetooth Trademarks.

The Bluetooth SIG hopes that by educating the public as to how to make informed online purchasing decisions when it comes to products incorporating *Bluetooth®* wireless technology, consumers will only purchase authorized, compliant products and will ultimately be satisfied with their purchases.

Purchasing Bluetooth Products on eBay

Only members of the Bluetooth SIG can make and sell qualified *Bluetooth* devices and use the Bluetooth Trademarks. Before purchasing a *Bluetooth* enabled product on eBay, you should confirm that the product was (1) manufactured by an authorized Bluetooth SIG member company (the Bluetooth SIG membership directory can be accessed at the following link: <https://www.bluetooth.com/membership-working-groups/member-directory>), and (2) declared as an approved product via the Bluetooth SIG’s

Qualification Process by requesting a copy of the Declaration certificate from the seller, or by searching for the product on the Bluetooth SIG listings page accessible at the following link: <https://launchstudio.bluetooth.com/Listings/Search>.

Manufacturers and retailers of *Bluetooth* products must abide by certain branding guidelines when affixing the Bluetooth Trademarks to a particular product. Those guidelines are set forth in the Bluetooth Brand Usage Guide, which can be accessed HERE (<https://www.bluetooth.com/develop-with-bluetooth/marketing-branding>). Unauthorized products often do not comply those guidelines, and you may be able to identify such products by the following indicia.

- The Bluetooth Trademarks are misspelled.
- The Bluetooth Trademarks are displayed in colors other than blue, white or black.
- The font, stylization, spacing and/or shape of the Bluetooth Trademarks has been modified.
- The Bluetooth Trademarks are the only brand/trademark displayed on the product.

If you find an item on eBay that you suspect is an illegal or counterfeit *Bluetooth* product, please contact the SIG Brand Manager at brand.manager@bluetooth.com.

Selling *Bluetooth* Products on eBay

The Bluetooth SIG understands that individuals and businesses often use the eBay platform to resell *Bluetooth* products. If you engage in such activity, the following legal requirements apply: (1) you may only sell authentic, qualified and declared *Bluetooth* products that you lawfully purchased or otherwise acquired – reselling products that have not been qualified and declared, for example, could subject you to liability for contributory trademark infringement; (2) you may not alter *Bluetooth* products, or the packaging, labeling or inserts/guides for *Bluetooth* products, in any way; and (3) you may not use Bluetooth Trademarks in a manner that would create the impression that you are an authorized reseller or distributor of *Bluetooth* products unless you are a member of the Bluetooth SIG and have licensed the right to use Bluetooth Trademarks in such a manner.

Contact the Brand Manager (brand.manager@bluetooth.com) with any questions regarding appropriate use of the Bluetooth Trademarks in connection with the sale of authorized products on eBay.