

# **Bushnell Performance Optics and Tasco Sales Pty Ltd.**

Bushnell Australia / TASCO Sales Australia is a member of the eBay VeRO Program and owns trademarks, service marks, patents and copyrighted materials worldwide. As a member of the VeRO program, Bushnell Australia / TASCO Sales Australia regularly monitors the use of its intellectual property on eBay Australia. As such, we have developed this page to help educate eBay users about auctions and listings that infringe upon the intellectual property rights of Bushnell Australia / TASCO Sales Australia.

When an auction or listing that improperly uses Bushnell / TASCO Sales Australia intellectual property comes to our attention, Bushnell / TASCO Sales Australia reviews the matter and takes appropriate action. Due to the high volume of merchandise for sale on eBay, it is difficult to identify and remove every unauthorized item. The fact that others are selling products that infringe Bushnell / TASCO Sales Australia's intellectual property rights does not give you the right to do so. Similarly, the fact that a product is being sold on eBay is in no way a guarantee that it is a genuine, authorized Bushnell / TASCO Sales Australia product.

Bushnell / TASCO Sales Australia does not object to people offering their genuine, unaltered used equipment for resale on eBay. These secondary market products may be sold using the Bushnell / TASCO Sales Australia trademarks to the extent needed to truthfully describe their goods. The goods must be unaltered and must bear their original labels.

## **Trademark Infringement:**

Bushnell / TASCO Sales Australia and its licensees have the exclusive right to use its trademarks. Bushnell / TASCO Sales Australia trademarks are protected under various international trademark laws. Anyone who uses BUSHNELL / TASCO Sales Australia's marks, without Bushnell / TASCO Sales Australia's permission, is liable for trademark infringement. Similarly, anyone offering shipping to outside their national boundaries may be found liable for infringement of Bushnell / TASCO Sales Australia's parallel import rights.

## **Copyright Infringement:**

Textual and photographic works produced and published by Bushnell / TASCO Sales Australia or its licensees are protected under international copyright laws. Anyone who produces, copies, distributes or displays Bushnell / TASCO Sales Australia's copyrighted materials, without Bushnell / TASCO Sales Australia's permission, is liable for copyright infringement. The use of the Bushnell Logo, Images or Text is prohibited without prior written approval from Bushnell / TASCO Sales Australia.

## **Counterfeit Goods:**

The sale of unlicensed, counterfeit Bushnell / TASCO Sales Australia's goods is illegal and may result in monetary fines and imprisonment. Unless you know that the products were purchased

from an authorized retail store, you are taking a risk that the products are counterfeit. Bushnell / TASCOSales Australia will pursue those guilty of using eBay as a platform for the distribution of counterfeit Bushnell / TASCOSales Australia products. Bushnell / TASCOSales Australia is constantly working to ensure that genuine product is in the market place. Bushnell / TASCOSales Australia welcomes any information on the sale of counterfeit product and keeps the identity of informants strictly confidential.

## **FREQUENTLY ASKED QUESTIONS (FAQ):**

**Q: Why was my auction or listing terminated?** A: Most likely, your auction or listing was removed from the eBay website by Bushnell / TASCOSales Australia for one of the following reasons.

1. Unauthorized use of Bushnell / TASCOSales Australia copyright images without prior written approval from Bushnell or TASCOSales Australia.
2. Unauthorized use of Bushnell / TASCOSales Australia copyrighted text without prior written approval from Bushnell or TASCOSales Australia.
3. Unauthorized use of Bushnell Logo or name without prior written consent from Bushnell / TASCOSales Australia.
4. Shipment policies in violation to parallel import laws. (ie) Products not passing through the correct distribution channel within Australia.
5. Misrepresentation of the Bushnell / TASCOSales Australia warranty.
6. Misrepresentation of the sellers rights to sell Bushnell / TASCOSales Australia products in Australia.

Bushnell / TASCOSales Australia regularly monitors the Internet, including auction sites, in order to protect its rights. As part of that effort, Bushnell / TASCOSales Australia will notify eBay of auction listings containing unauthorized use of Bushnell / TASCOSales Australia intellectual property and eBay will take the necessary action to comply with its user policies, which include removing the auction from the website.

**Q: Why was my auction singled out when there are other infringing auctions of Bushnell / TASCOSales Australia merchandise on eBay?** A: Bushnell / TASCOSales Australia is working diligently to ensure that all unauthorized uses of its intellectual property are removed from the eBay website. While it is our intent to remove all counterfeit and unauthorized product from eBay, listings are added at a rate and volume which can be difficult to monitor.

**Q: I found all the Bushnell / TASCOSales Australia images featured in my auction listing on Bushnell / TASCOSales Australia website. Can't I use these pictures to sell Bushnell / TASCOSales Australia products on eBay?** A: No. Any unauthorized copying of Bushnell / TASCOSales Australia images is against the law.

For specific questions regarding Bushnell / TASCOSales Australia's policies that are not answered above or within eBay Community Standards, or if you find an auction or listing item that you suspect is counterfeit or unauthorized, please contact us at [ebay@bushnellaustralia.com](mailto:ebay@bushnellaustralia.com)

