Chill-N-Reel, LLC

Chill-N-Reel, LLC produces the Chill-N-Reel fishing can cooler as its flagship product. This is a drink insulator with a hand-line fishing reel attached.

Chill-N-Reel takes intellectual property very seriously and is strongly opposed to any acts which infringe on its intellectual property. The company actively monitors the internet, including eBay, to identify listings which infringe on its intellectual property and have them removed. Listings on any ecommerce site which infringe on Chill-N-Reel's intellectual property are subject to reporting and removal from the platform, and the rightsholder reserves the right to take legal action against those who infringe on its intellectual property, including pursuing civil and / or criminal penalties against any person involved.

You may not sell products infringing on Chill-N-Reel's trademark, patents, copyrights or any other forms of intellectual property.

Any listing using images which infringe on Chill-N-Reel's copyrights will be reported. Nobody except Chill-N-Reel, LLC is permitted to use the copyrighted images of Chill-N-Reel, LLC to sell on any platform, including but not limited to eBay. Chill-N-Reel's official website can be found at the following link: <u>https://chillnreel.com/</u>

Chill-N-Reel, LLC does not tolerate counterfeits. Any listings found to be selling counterfeit Chill-N-Reel products will be immediately reported.

You do have the right to sell legitimate Chill-N-Reel products that you acquired legally.

You do not have the right to use Chill-N-Reel's copyrighted images in listings used to sell legitimate Chill-N-Reel products you obtained legally.

You do not have the right to sell counterfeit Chill-N-Reel products or products which infringe on Chill-N-Reel's intellectual property.

If you have questions about whether or not your listing infringes on Chill-N-Reel's intellectual property, about what intellectual property is associated with the company, or about whether the product you are buying is legitimate, please contact <u>ip@chillnreel.com</u>.

Frequently Asked Questions (FAQ)

Q: Why was my listing removed?

A: Your listing likely used images protected by copyrights, typically from the Chill-N-Reel official website. You may not use copyrighted images on your listing without the consent of the copyright owner.

Q: I didn't realize I was infringing on a copyright when I used these images. Does this affect anything?

A: No, you may not use copyrighted images which are not your property regardless of intent or knowledge. <u>You may not copy an image from Chill-N-Reel's website and use it in your listing.</u>

Q: Why did Chill-N-Reel not reach out to me personally before reporting my listing?

A: When the company encounters intellectual property infringements, it must act quickly to remove them. It is not practical to contact every seller directly when countering intellectual property infringement, so reports must be made without seller contact in many cases.