

Chloé

Producing iconic fashion and launching Chloé's eponymous and successful fragrance, Karl Lagerfeld became Chloé's public image in both the 60s and 90s and was succeeded by Martine Sitbon's unique modern vision during the late 80s. Miss Stella McCartney joined as Creative Director in 1997, infusing her classic tailoring with the pulse of the street and securing Chloé as the first name in fashion.

Chloé is proud of its products and is committed to preserving its tradition of style, quality and craftsmanship. Chloé sells its products exclusively through a network of boutiques, selected distributors and authorised retailers. In addition, Chloé has taken and will continue to take a very stringent attitude vis-à-vis those third parties who have infringed its intellectual property rights, including trade marks, copyright, registered designs, and/or dealing with counterfeit Chloé products, both on-line and off-line. Chloé has filed numerous lawsuits worldwide and worked closely with different law enforcement agencies to protect its intellectual property rights. These measures are not only necessary to protect the integrity of Chloé but also equally importantly to protect the interests of consumers.

Frequently Asked Questions (FAQ)

Q. Why was my auction shut down? A. If your auction has been shut down pursuant to our request, it is because you have infringed the intellectual property rights of Chloé. This may have been because:

- **the item offered is counterfeit.**

Please refer to the eBay Replica and Counterfeit Items page at <http://pages.ebay.com/help/policies/counterfeit.html> for a more detailed explanation. Chloé has a zero-tolerance policy in respect of the sale of counterfeit products and in addition to the removal of your auction, repeat sellers of counterfeit products bearing the Chloé mark may also face legal proceedings initiated on behalf of Chloé; and/or

-the item has infringed the registered design and/or copyright of the products of Chloé.

Due to the number of registered designs and copyright we have, it is impossible for us to set out all their details and include all the relevant images; and/or

-you have misused one or more trademarks of Chloé, such as the following:

- CHLOÉ
- SEE BY CHLOÉ

You can get a broader idea of the designs and trademarks owned by Chloé by visiting its website at www.chloe.com.

Q. Can I make any reference to Chloé and/or use the registered trademarks of Chloé if I am not selling products belonging to Chloé, especially when I clearly say that the products are from other brands? A. No. Many eBay sellers use the name of Chloé and/or its trademarks in their auctions simply to get attention from consumers who are looking for authentic items from Chloé. Any such use is therefore misleading. The use of the registered

trademark is only permissible under law by the registered owner of the mark, its authorised entities and/or in relation to goods launched by the aforesaid entities under that mark.

Q. Why did Chloé not contact me directly before requesting that eBay shut down my auction(s)? A. Given the number of Chloé items on eBay, it is not possible for Chloé to contact each seller individually before requesting that eBay shut down the auction.

If you have any further questions after reviewing the above, you may contact us at ebaychl@richemont.net. If however you request information that is already available on this About Me page, you will not receive a response. Due to the volume of emails received, it may take us a couple of weeks to process your request. We ask that you kindly bear with us in the meantime.