



Cleva Europe Ltd.  
Unit 20, The Chiller  
Baker's Yard  
Christon Road  
Newcastle upon Tyne  
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Tel: 0191 6540036

Welcome to the VeRO Profile page of Cleva Europe Ltd (Cleva).

Cleva Europe Ltd has built a strong reputation for quality, reliable products and likewise intends to work hard to protect consumers and our brands and reputation by strictly enforcing our intellectual property rights. Cleva Europe Ltd is therefore a member of ebay's VeRO Program and will regularly review items on ebay to ensure that our brands and our intellectual property rights are not infringed.

Our goal on this page is to help eBay sellers avoid having their auctions terminated at our request due to trademark infringement and to help buyers and resellers of goods avoid being victimised by counterfeiters. We feel we can best accomplish this by making sure you:

- Know the law;
- Know your rights;
- Know how genuine Cleva goods are distributed; and
- Know where to get more information

**INTELLECTUAL PROPERTY:** There are many trade marks in the UK that are registered to Cleva Europe Ltd or licenced exclusively to us from the wider Cleva group of companies, including but not limited to Vacmaster and LawnMaster

These registered trade marks give Cleva Europe Ltd, its associated groups and its authorised licensees the sole and exclusive right to use the trade marks in relation to the goods and/or services for which they are registered.

In addition to trade marks, Cleva owns other valuable intellectual property rights such as copyright and patent rights. Cleva will protect these valuable assets by objecting to unauthorized uses of its intellectual property. Cleva reserves the right to protect its intellectual property to the full extent of the law.

**THE LAW:** It is an offence under applicable civil and criminal law for an unauthorised reproduction or application of a registered trade mark. For example, adding our trade marks in script or logo to an item make the item counterfeit and also infringes on Cleva's rights in relation to the trade mark.

**KNOW YOUR RIGHTS:** You **do** have the right to use word trademarks (such as Vacmaster) in truthful, informational statements descriptive of what you are selling. So, if you sell parts and accessories that fit Cleva appliances but were not made by Cleva, you may call them "Parts for Vacmaster appliances" (but not "Vacmaster Parts").

You **do** have the right to resell, without the need for a license or other permission, genuine, authorised goods obtained legally. However, You **don't** have the right to display any of our logos for any purpose, including in auctions/listings where genuine goods are being offered. Only Cleva's authorised partners and licensees have the right to use our logos in advertising. (Note that this refers to the display of our logo other than it appears on product. Logos that are legitimately part of product design can be shown in photos of the product).



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You **don't** have the right to use Cleva's trademarks in the title of your listing if the entire product offered does not actually come from Cleva. Our trademarks may not be used to attract potential customers to your listings.

You **don't** have the right to duplicate artwork from our website, eBay listings or other licenced sales channels, for use on your own listings. This artwork is copyrighted and is the intellectual property of Cleva Europe Ltd. Your own digitally produced images of Cleva products you are selling are acceptable.

**GENUINE DISTRIBUTION:** Our products are only sold through authorised partners. On eBay Cleva Europe Ltd is the only authorised seller of genuine Cleva products.

As a customer you should note that where goods are purchased from an unauthorised seller it may be difficult for us to verify your purchase which may impact upon your product guarantee and warranty rights over and above your statutory rights.

**MORE INFORMATION:** For more information about genuine Vacmaster and LawnMaster parts and accessories please visit [www.Cleva-UK.com](http://www.Cleva-UK.com), email [sales@Cleva-UK.com](mailto:sales@Cleva-UK.com), or call 0191 654 0036

**NOTE TO EBAY SELLERS:** Due to the overwhelming volume of counterfeit and infringing listings and the time involved in obtaining seller contact information, Cleva has had to discontinue the practice of communicating directly with sellers prior to requesting a takedown of infringing listings. We regret the necessity of this action, but the need to keep counterfeit products off of eBay must be given greater priority.

### **Frequently Asked Questions (FAQ)**

Q: Why was my auction suspended?

A: Your auction was suspended because Cleva believes that the merchandise that you were offering for sale infringes on its trademarks.

Q: Why did eBay allow me to post my auction?

A: The fact that eBay permitted your item(s) to be listed for sale does not mean that their sale is legal or that they do not infringe Cleva's trademarks.

Q: Why does Cleva care if I sell a single piece of unauthorized Cleva merchandise?

A: Sellers of counterfeit merchandise attempt to trade off of Cleva's well-earned reputation. Sales of counterfeit or infringing goods damage Cleva's reputation, as many of the purchasers of inferior counterfeit products or products with our word marks or images on this will attribute the poor-quality merchandise and/or service offered to Cleva.

Q: I think that the item I offered is genuine. How can I tell if it is real?

A: We cannot provide the public with detailed information on how to identify genuine Cleva items. The only way you can be certain that you are purchasing a genuine Cleva product is to purchase from



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an authorised Cleva partner or via our website. We can be contacted either through eBay or our website to assist you with any queries that you may have.

Q: Why can't I use the word "Cleva" or "Vacmaster" or "LawnMaster" in my auction heading even though I am not selling a Cleva item?

A: Many sellers use trademarked terms in their auction title or description simply to get attention from consumers looking for authentic Cleva goods. This is a form of trademark infringement recognized by the courts as "initial interest confusion." Even though consumers may ultimately realize that an auction or website has no connection to Cleva, such conduct is illegal trademark Infringement

Q: Why didn't Cleva contact me directly before reporting my auction to eBay?

A: For reasons of speed and efficiency, it is impractical to contact each seller individually. In order to maintain its reputation and name, Cleva must work diligently and speedily to protect its reputation for providing the highest quality products, and to stop the sale of inferior products under its name and trademarks.