

# Confederate Motorcycles

Welcome to the VeRO Profile page of Confederate Motorcycles LLC.

Our goal on this page is twofold: (1) to help eBay sellers avoid having their auctions terminated at our request due to trademark infringement and (2) to help buyers and resellers of goods avoid being victimized by counterfeiters.

**Trademarks** – such as brand names and logos – sometimes are used in a decorative manner, but they are not mere decorations. Among other things, trademarks tell consumers the source of the goods they buy and who they may be able to turn to if the goods don't perform properly.

Generally, when we talk about Confederate's trademarks, we are referring to CONFEDERATE MOTORCYCLES and our logo. However, Confederate Motorcycles also has trademark rights in many other trademarks and logos, including CONFEDERATE (by itself), ART OF REBELLION, and all of our motorcycle model names, such as FIGHTER, COMBAT FIGHTER, HELLCAT, BOMBER, etc.

"Confederate Motorcycles" is a company-specific brand name that is properly used only in connection with products actually made or licensed by Confederate Motorcycles. Use of this term in connection with the products of others misleads consumers and infringes Confederate Motorcycles' valuable trademark rights.

It is illegal (and in most states a criminal act) for anyone to create trademark-bearing goods intended for sale without written permission directly from the trademark owner. There are no exceptions. It is also illegal to resell such goods, even when they have been purchased in good faith from someone else. Therefore, if you are purchasing goods for resale, you should make sure that you can legally resell them, beyond merely taking the word of the person you purchased them from. Your seller may not know that the goods are counterfeit, but even if the seller does know, he or she could have a vested economic interest in misleading you.

**You do** have the right to use word trademarks (such as CONFEDERATE MOTORCYCLES) in truthful, informational statements descriptive of what you are selling. So, if you sell parts and accessories that fit Confederate® Motorcycles but were not made by Confederate Motorcycles, you may call them "Parts for Confederate Motorcycles®" (but not "Confederate Motorcycles Parts").

**You do** have the right to resell, without the need for a license or other permission, genuine, authorized goods obtained legally.

**You don't** have the right to display Confederate Motorcycles' logo for any purpose, including in auctions where genuine goods are being offered. Only Confederate

Motorcycles' authorized motorcycle dealers and licensees have the right to use our logo in advertising.

**You don't** have the right to apply Confederate Motorcycles® stickers, decals, patches, and scrapbooking materials to new goods made by someone else when you intend to sell them. These items are sold solely so that enthusiasts can decorate their already-owned personal property. The application of a patch or decal does not turn the entire item into a "Confederate Motorcycles" item, and items so decorated may not be represented as such.

**You don't** have the right to use Confederate Motorcycles' trademarks in the title of your listing if the entire product offered does not actually come from Confederate Motorcycles. Our trademarks may not be used to attract potential customers to your listings merely because what you are selling can be worn while on a motorcycle, is in the shape of a motorcycle, has a motorcycle image on it, or just might be of interest to people who ride motorcycles.

**You don't** have the right to reproduce CONFEDERATE MOTORCYCLES technical publications for any purpose; reproduction for profit is especially problematic.

Confederate Motorcycles sells its motorcycles, motorcycles parts & accessories, directly to consumers and through Authorized Dealers and Service Centers. Confederate Motorcycles sells CONFEDERATE MOTORCYCLES branded clothing and collectibles ***directly to consumers.***

Other points to keep in mind:

1. **There is no third-party source authorized to make CONFEDERATE MOTORCYCLES goods for sale to anyone other than Confederate Motorcycles itself.**
2. **There is only one legitimate source for Confederate Motorcycles® Signs,** which is Electolite Commercial Lighting of Chesterfield, Maryland.
3. **The presence of a ® symbol next to our trademark is not a guarantee that the goods are genuine.** Many counterfeiters go to great lengths to deceive, and they commonly use this symbol to do that.

The only way to be certain that the (new) goods you are purchasing are genuine CONFEDERATE MOTORCYCLES goods is to purchase them directly from Confederate Motorcycles LLC. In almost any other situation, you are at risk.

### **Know Whom to Ask**

We are happy to answer questions concerning the use of its trademarks or to assist you in determining whether something you're interested in buying is genuine or counterfeit. We can be reached by e-mail at [info@confederate.com](mailto:info@confederate.com).