



Cufflinks, LLC was established in 1999 with one simple aim: provide an outlet for men to find quality cufflinks, tie bars, and other men's accessories that could not be bought in specialty shops and department stores. As a small family-owned company, our goal is to provide innovative, stylish, high-quality men's accessories in both classic and unique designs. We work closely with world-renowned companies to produce subtle, work-appropriate nods to your favorite fandoms and characters, and we pride ourselves in taking the very best care of each and every one of our customers. Our mission is to offer fair prices, great value and exceptional service.

Cufflinks, LLC has the legal responsibility to enforce its trademark and copyright rights. Accordingly, Cufflinks, LLC provides this page to educate eBay users about auctions/sellers that infringe upon the intellectual property rights of Cufflinks, LLC. Cufflinks, LLC has and will continue to pursue those guilty of infringing upon its trademarks and copyrighted materials. Cufflinks, LLC is a member of the eBay VeRO Program and actively and regularly monitors both the use of its trademarks and copyrighted works, and the sale of products bearing or purportedly bearing Cufflinks, LLC intellectual property on eBay. We take a proactive stance on protecting our intellectual property rights, which includes carrying out regular sweeps.

In an effort to provide eBay users with accurate information about the sellers that infringe upon the intellectual property rights of Cufflinks, LLC, we are supplying this communication.

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- Text from any of our websites, advertisements, or other company related materials.
- Misuse of a Cufflinks, LLC registered trademark or logo

You are permitted to use your own digitally produced image(s) of a Cufflinks, LLC product for your auctions.



Founded in 2009, Ox and Bull Trading Co. was established to provide the missing link for men who are classically inclined, yet fashion-forward. Our belief is that honing one's personal style should be fun and uncomplicated. Our vision is simple: design valuable, innovative accessories that represent the man you really are. We are fueled by the desire to bring excellence and originality into the details of dressing. Like our namesakes, our products are strong and constructed to last.

Ox and Bull Trading Co. is the quintessential menswear brand for all your accessory needs. Our product lines include cufflinks, tie bars, money clips, bow ties, pocket squares, neckties and other men's accessories.

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FREQUENTLY ASKED QUESTIONS

Q: Why has my auction been removed?

A: Cufflinks, LLC is committed to the strict enforcement of its trademarks and other intellectual property rights. We have requested the removal of your auction because Cufflinks, LLC and its agents have a good faith belief that the merchandise you were offering for sale is counterfeit or otherwise infringes our trademarks, and thus is in violation of the law.

Q: How did Cufflinks, LLC determine that my auction(s) were counterfeit or otherwise infringing?A: Due to the nature of eBay and the Internet, this determination was based upon the photograph(s), title of the auction and the description of the goods that you have provided.

Q: Why was I allowed to post my auction if it violates the law?

A: Unfortunately, eBay maintains that it cannot conduct a comprehensive pre-screening process to account for such violations. Therefore, the ability to post such auctions of infringing merchandise *DOES NOT* mean that the sale of such merchandise is legal, authorized or that it does not infringe our trademarks.

Q: Why was I not informed directly by Cufflinks, LLC before I was reported to eBay?

A: In many cases where an individual is offering multiple infringing products for sale, we will try to send a warning e-mail at the same time as requesting withdrawal of your auction. Given the volume of auctions dealing with Cufflinks, LLC related products, it would be both impractical and inefficient for us to contact each seller individually in every case. For these reasons, eBay has established the VeRO program (<http://pages.ebay.com/help/confidence/programs-veroov.html>) to assist us in our brand protection efforts and take additional actions in accordance with its user policies.

Q. How can I get my auction reinstated?

A: If you believe that your auction was erroneously reported to eBay, please send an email to the contact person that eBay has provided to you. In your email, you must include the following: (1) the auction number, (2) the exact title used in the auction, (3) the exact description used in the auction, (4) your eBay seller ID, and (5) attach the picture(s) of the item that were posted in the removed auction. If Cufflinks, LLC agrees that it erroneously reported your auction, we will send an email to eBay, with a request to reinstate the auction. However, please note that reinstatement is entirely at eBay's discretion.