

DELOREAN MOTOR COMPANY (DMC)

Headquartered in Humble, Texas, DMC designs, engineers, manufactures and sells parts and accessories under the DeLorean Motor Company, DeLorean and DMC brands. The company also services and restores DeLorean automobiles.

While DeLorean Motor Company, Inc. has no relation to the original DeLorean Motor Company founded by John DeLorean, DMC is the owner and licensor of the legendary and trademarked DeLorean Motor Company, DMC and DeLorean brands. DMC owns other trademarks used in the marketing and service of DeLorean vehicles. Additionally, DMC owns the copyright on all materials created and published by DeLorean Motor Company, in all formats, including but not limited to print and electronic. Unauthorized use of the stylized "DMC", "DeLorean" or word mark "DeLorean Motor Company" is a violation of Ebay Terms Of Service as well as Federal laws.

DMC is a member of the eBay VeRO program and strictly enforces its intellectual property rights, including but not limited to its trademarks and copyrights.

If DMC removed your auction from eBay, it was because one or more items offered in your auction infringed on (used or featured) one or more of DMC's trademarks or copyrights and was therefore, by legal definition, counterfeit. DMC's assessment that your auction offered counterfeit items was based on the image(s) and/or description of the materials in your auction. DMC has a firm belief that the items were produced without DMC's permission to do so, regardless of whether or not the items were produced by you.

What the Law says

It is illegal for anyone to create goods for sale that bear other's trademark(s) unless the creator has 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. If you are purchasing goods for resale, you should make sure that you can legally resell them. Merely taking the word of the person you purchased them from can leave you at risk of having your auction removed, or worse, criminal prosecution. Your seller may not know that the goods are counterfeit, but even if the seller does know, he or she could be misleading you.

Note that making minor changes to the shape of a logo or changing the words inside of a logo does not change this. Trademark laws include protection against "confusingly similar" marks. There is no percentage of change to an owned mark that creates a safe harbor for the unauthorized use of that mark.

About Your Rights

You do have the right to use DMC word trademarks DeLorean and DeLorean Motor Company in truthful, informational statements descriptive of what you are selling. So, if you sell parts and accessories that fit a DeLorean car but were not made or authorized by DMC, you may call them "Parts for DeLorean" (but not "DeLorean Parts").

You do have the right to resell, without the need for a license or other permission, genuine, authorized goods obtained legally. Bear in mind that the fact that you purchased the item from another eBay seller does not guarantee it is a genuine, authorized good, or obtained legally.

You don't have the right to display any DMC owned logo for any purpose, including where genuine goods are being offered. Only DMC's authorized dealers and licensees have the right to use our logos in advertising.

(Note that this refers to the display of our logo other than as it appears on product. Logos that are legitimately part of product design can be shown in photos of the product).

You don't have the right to use DMC's trademarks (such as DeLorean or DeLorean Motor Company) in the title of your listing if the entire product offered does not actually come from DMC.

You don't have the right to reproduce DeLorean Motor Company or DMC technical publications, service manuals or owner's manuals for any purpose.

Contact Us

DMC is happy to answer questions concerning the use of its trademarks. DMC can be reached at www.dmcbrand.com. Please allow ten business days for a reply.

The overwhelming volume of items being offered for sale on eBay make it impossible for us to advise potential buyers if a specific item is legitimate or counterfeit. If you suspect an item is counterfeit, please report the auction via the website above.