



About Dyson

Dyson is a pioneering technology enterprise. Our founder and chief Engineer, Sir James Dyson, famously invented the world's first bagless dual cyclone vacuum cleaner, perfecting the technology through 5,127 prototypes over the course of 15 years, before launching the product in 1993.

The Dyson group of companies ("Dyson") designs, develops, manufactures and sells a range of Dyson branded floorcare, haircare, environmental care and lighting products around the world. Dyson invests significant resources into the development of its products and owns numerous intellectual property rights in respect of its brand and technologies, including patents, design rights, trademarks and copyrighted materials.

Dyson is an active participant in the eBay VeRO program for the purposes of protecting consumers, protecting the Dyson brand and its investments in the development of its technologies, and protecting the integrity of Dyson's network of authorised distributors.

We have developed this page to help educate eBay users about listings which infringe Dyson's intellectual property rights and to explain why we may have taken action to remove a listing.

Counterfeit products

We're aware that there are counterfeit versions of a small number of Dyson machines, where fake vendors are ripping off technology that has taken years to develop and rigorously test. Counterfeit Dyson products haven't been tested to Dyson's usual high safety standards, so they may not be safe to use. For further information on counterfeit Dyson products, please see the [Counterfeit Machines](#) page on Dyson.com.

Frequently Asked Questions

Q: Why was my listing cancelled?

A: Dyson has determined that your listing (either the product you were selling, or the content of the listing itself) infringes Dyson's trademarks, copyright, registered designs or patents. Alternatively, we may have identified the product you were selling as a counterfeit product.

Q: Can I use the Dyson logo or Dyson's imagery in my listing (for example, images I found via a google search)?

A: No. This applies even if you are selling genuine Dyson products.

The Dyson logo and the text, imagery and other promotional materials we use to advertise and promote our products are protected by copyright laws around the world. Examples of those materials can be found on Dyson.com. Unauthorised use or reproduction of those materials is prohibited (and

constitutes copyright infringement). This is the case even though some of our promotional materials are available online (for example, on our website or in search engine results).

Q: I'm not selling Dyson products, but I am selling spare parts and accessories for Dyson products. Why has my listing been cancelled?

We prevent the sale of aftermarket spare parts and accessories which:

- (a) are copies (or close copies) of one of Dyson's registered designs
- (b) make unlawful use of a Dyson trademark in a listing for a non-genuine "generic" product. For example, where the trademark is used in a way which is likely to confuse consumers into thinking the products are genuine Dyson spare parts. We do not take action where Dyson's trademarks are used in text *to describe* the products on sale (for example, "compatible with Dyson") provided this is done in a way which is not likely to cause confusion.

Q: Why did Dyson single out my listing for removal when I can find other similar listings that infringe Dyson's rights?

A: Dyson has measures in place to identify infringing listings, and takes action to address infringements as soon as we are aware of them. However, due to the volume of products added each day to eBay and other ePlatforms around the world, it can take time to identify listings, and for eBay to remove them once they have been reporting.

Q: Why did Dyson not contact me directly, prior to my listing being shut down?

A: Due to the volume of new Dyson listings added to eBay and other ePlatforms, it is not efficient or feasible for us to contact sellers directly.

Q: If I assure Dyson that I will not infringe Dyson's rights again, will Dyson retract its VeRO request?

A: No. Dyson does not retract VeRO notices where there has been infringement of its intellectual property rights.

Q: Can I list my product as a "Dyson alike" or "Dyson dupe" product (or something similar)?

A: No. Disclaimers about the authenticity of product do not negate trademark infringement. Such statements may confuse consumers into thinking products are of the same quality or provenance as Dyson's products, which is often not the case.

Q: What can I do to ensure listings don't infringe Dyson's rights?

A: Comply with all the following rules:

1. do not sell counterfeit products
2. do not sell products which are infringing copies of Dyson's products, or which otherwise infringe Dyson's intellectual property rights
3. do not use the Dyson logo or Dyson's promotional imagery or text in your listing – you should use photographs that you have taken yourself, and descriptive text which you have written, not copied from elsewhere

4. do not use Dyson's trademarks in a misleading manner
5. only use the word "Dyson" (or our trademarked product names) for genuine Dyson products or to describe compatibility with Dyson products.