

Fender Musical Instruments Corporation

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A Bit of History About Our Guitars

For over six decades, the electric guitars and amplifiers built by Fender Musical Instruments Corporation have influenced the way the world composes, plays and listens to music. In 1950, a California inventor named Leo Fender used his knowledge of existing guitar and amplifier technologies to develop the revolutionary Telecaster (originally named Esquire then Broadcaster) electric guitar. The Tele the affectionate nickname for the Telecaster, was the first popularly priced solid body Spanish-style electric guitar ever commercially produced.

As professional musicians continued to embrace Leo Fender's technology, Fender continued to create new and more outstanding instruments. Soon Fender developed the Precision Bass the first successful alternative to the acoustic or stand-up bass. Subsequently, in 1954, Fender introduced the radical Stratocaster which quickly became the industry standard, and the instrument of choice for the then brand new genre of music called "Rock 'n Roll." The Stratocaster became the favorite guitar of visionaries such as Buddy Holly, Jimi Hendrix and many others.

In 1965, Leo Fender sold his company to CBS. Two decades later, CBS decided to divest itself from non-broadcast businesses. So, in 1985, a group of employees and investors led by William Schultz and William Mendello purchased the company from CBS. This sale put Fender in the hands of a small group of musically dedicated people who have committed their lives to creating the world's best guitars and amplifiers.

Our Trademarks

Over the years, Fender has devoted a tremendous amount of energy, resources and attention to the goodwill of its loyal customers, and to the protection of Fender's trademarked brand names. Fender's trademarks are so valuable and important because customers have come to associate these trademarks with the high quality of Fender's products and services. The following is a non-exhaustive list of Fender's trademarks:

FMIC trademarks in certain countries including, but not limited to, the United States: The distinctive headstock designs commonly found on the JACKSON, GUILD, STRATOCASTER, TACOMA, TELECASTER, and P BASS guitars, ACOUSTASONIC, AERODYNE, AFFINITY SERIES, AMP CAN, ANTI-GRAVITY, ASPEN, BASS BREAKER, BASSMAN, BIG APPLE, BIG TEX, BLACKFACE, BLUES DEVILLE, BRAND X, BRONCO, BULLET, BULLETS, CALIFORNIA BLONDE, CALIFORNIA CABLES, CALIFORNIA SERIES, CHAMP, CHARVEL, CHARVEL and design, CHARVEL in Script Form, COLT, CONCERT, CYBER-CHAMP, CYBER-DELUXE, CYBER-TWIN, CYCLONE, DEARMOND, DELUXE REVERB, DIMENSION, DINKY, DUAL SHOWMAN, DUO-SONIC, DURA-TONE, DYNA-TOUCH, ENSENADA SERIES, ESQUIRE, F in Thick Script, F in Thin Script Form, FEELING IS BELIEVING, FENDER, FENDER in Script Form, FENDER in Thin Script Form, FENDER LACE, FENDER BLENDER, FENDER TWO TONE, FLAT HEAD, FRONTMAN, FRONTMAN AMP, G-DEC, G and design, GOLIATH, GUILD logo, GUILD, GUILD Chesterfield, HIGHWAY ONE, HOT ROD DELUXE, HOT ROD DEVILLE, INNOVATEON EMULATE, J BASS, JACKSON, JACKSON in Script Form, JAG-STANG, JAGMASTER, JAGUAR, JAZZ-KING, JAZZ BASS, JAZZMASTER, JAZZ, KELLY, KIDS ROCK FREE, KING V, MEGOLIATH, METALHEAD, MINI MO MOASS, MOCNTROL,

MOEQ, MR. GEARHEAD, MR. GEARHEAD logo, MUSTANG, NATURAL BLONDE, NOCASTER, OLYMPIA, ORPHEUM, P BASS, Paisley-like shape for sound hole of guitar commonly found on a TACOMA guitar, PARAMOUNT, PASSPORT, PRECISION BASS, PRINCETON, PRO JUNIOR, PRO REVERB, PRO TONE, PROSONIC, RELIC, RUMBLE, RUMBLE-BASS, S-1, SFX, SFX logo, SFX SATELLITE, SHOWMAN, SHOWMASTER, SIDEKICK, SOLOIST, SPARKLE TONE, SPEED-E, SQUIER, STAGEMASTER, STARCASTER, STEEL KING, STRAT, STRATOCASTER, STRATO-SONIC, STRATO-TONE, STRAWBERRY BLONDE, STROBE-E, SUB-SONIC, SUNN, SUNN logo, SUPER BULLETS, SUPER REVERB, SUPER-SONIC, SUPER CHAMP, SWEE-TONE, SWR, SWR logo, TACOMA, TACOMA logo, TACOMA stylized, TELE, TELECASTER, TELE-SONIC, THE SPIRIT OF ROCK-N-ROLL, TEX-MEX, TONE MASTER, TORONADO, TWIN-AMP, TWIN REVERB, VIBRO CHAMP, VIBROVERB, VIBRO-KING, VIBROLUX, WARRIOR, WORKINGPRO, WORKINGMAN, ZONE BASS, and others.

If you have recently had an auction terminated pursuant to eBay's Verified Rights Owner (VeRO) Program, it is likely that you were either: (1) auctioning a Fender Decal; (2) auctioning a guitar, guitar part or guitar accessory using the phrase "Strat-style," "Tele-style" or some similar designation in the title of your auction; or (3) otherwise misusing FMIC's trademarks on or relating to non-authentic Fender products. Fender conducts "sweep" searches for these and other types of violations at random times throughout the year. When a problematic auction is discovered Fender requests that eBay, under the terms of the VeRO program and pursuant to paragraph 5.4 of your own eBay User Agreement, terminate that auction.

With respect to the sale of Fender Decals, Fender does not sell its decals or otherwise make them generally available on the open market. Original Fender decals are affixed to Fender guitars during manufacturing. If a Fender guitar is brought to an Authorized Fender Service Center, and that center determines that a replacement decal is warranted, then Fender will send a decal to that Authorized Fender Service Center. The Authorized Fender Service Center, in turn, affixes the new decal to the original Fender guitar. Decals are never given directly to the public. Accordingly, anyone attempting to sell "Fender decals" is in violation of FMIC's legal rights.

With respect to the phrase "Strat-Style," "Tele-Style" or similar designations, please be aware that there is no such thing as a "Strat-Style" or "Tele-Style" guitar. If the instrument is a STRATOCASTER brand electric guitar or a TELECASTER brand electric guitar, it will have been manufactured by Fender Musical Instruments Corporation and then, and only then, may it be described as a STRAT or TELE. If the instrument is not built by Fender Musical Instruments Corporation, then the use of the term STRAT or TELE in the title of the auction is likely to confuse consumers regarding the source or qualities of the instrument being sold as well as dilute the fame of Fender's mark.

Further information about Fender, and its products, including answers to frequently asked questions, may be found at Fender's web-site, <http://www.fender.com>.