

# GUESS and MARCIANO Brands

Guess?, Inc. designs, markets, distributes and licenses a lifestyle collection of contemporary apparel, denim, handbags, watches, footwear and other related consumer products under the brands G by GUESS, GUESS Kids, BABY GUESS, GUESS, Gc and GUESS by MARCIANO. These products are distributed through our own stores as well as better department and specialty stores around the world.

The only way you can be certain that you are purchasing genuine G by GUESS, GUESS, Gc or Guess by Marciano product is to purchase it at our stores, better known department stores and retailers or through GUESS's own websites; we are excited to announce that Guess Factory products are now available for sale on eBay by visiting <http://www.ebay.com/fashion/outlet> and selecting the GUESS Outlet store link.

## **VeRO Program Participation**

It is illegal to sell counterfeit and/or infringing "GUESS", "Gc", "MARCIANO", "GUESS by MARCIANO", "G by GUESS", "GUESS KIDS" or "BABY GUESS" merchandise on eBay.

The distinctive photographic images and accompanying item descriptions on our websites: [www.guess.com](http://www.guess.com), [www.guessbymarciانو.com](http://www.guessbymarciانو.com), [www.gbyguess.com](http://www.gbyguess.com) and [www.guesskids.com](http://www.guesskids.com) (in Canada, [www.guess.ca](http://www.guess.ca) and [www.guessbymarciانو.ca](http://www.guessbymarciانو.ca) and in Europe, [www.guess.eu](http://www.guess.eu)) and in our catalogs and advertising are protected by copyright and are not available for general use. GUESS owns the exclusive rights to all website, catalog, product and advertising images. Additionally, GUESS maintains trademark registrations for its name and logos worldwide. The manufacture, distribution and/or sale of counterfeit goods carry stiff criminal penalties and is a violation of GUESS's rights in its trademarks and copyrights. GUESS is committed to the strictest enforcement of its intellectual property rights.

In order to maintain its reputation and name, GUESS continuously monitors sales channels worldwide to protect its reputation for providing high quality fashion products, and to stop the sale of inferior products under its name and trademarks.

GUESS cooperates fully with law enforcement officials to stop any counterfeiting of its name and products. GUESS has brought lawsuits worldwide and has successfully enforced its intellectual property rights against those who sell infringing goods at the retail and wholesale level, regardless of the country in which the sale occurs.

## **Frequently Asked Questions (FAQ)**

**Q: Why was my auction suspended?**

A: We asked eBay to suspend your auction because GUESS believes that the merchandise that you were offering for sale is counterfeit or otherwise infringes GUESS's trademarks. We can only make this determination based upon your auction's title, its description and use of photographs. If your auction was terminated upon our request, we are satisfied with our determination that this item is not authentic.

**Q: Why did eBay allow me to post my auction?**

A: eBay maintains that it cannot conduct a comprehensive pre-screening of their auctions. The fact that eBay permitted your item(s) to be listed for sale does not mean that their sale is legal, authorized or that they do not infringe GUESS's trademarks or copyrights.

**Q: I think that the item I offered is genuine. How can I tell if it is real?**

A: Only an authorized GUESS representative can make that determination. Certain of our products are available online through websites other than our own, however the only way you can be certain that you are purchasing a genuine GUESS, G by GUESS or GUESS by Marciano brand product is to purchase it from a GUESS store, better known department stores and retailers or through GUESS's own websites.

**Q: I would like to have an item I purchased from eBay verified for authenticity by GUESS, can I bring this item to a GUESS store for verification? May I list my item as authenticated by GUESS?**

A: NO, it is not feasible to offer this service to the general public. Though our store sales people are professionals who are knowledgeable about our product line, they are not authorized to make authenticity determinations on behalf of GUESS.

**Q: What if I was unaware that the merchandise I was selling was not authentic GUESS merchandise?**

A: Ignorance of the law is not a defense to trademark violations. The law maintains that it is YOUR responsibility to ensure that your activities do not violate the intellectual property rights of others; otherwise you will subject yourself to liability which cannot be avoided by claiming ignorance.

**Q: Why can't I describe my item as "GUESS-STYLE", "GUESS-LOOK-ALIKE" or a similar phrase?**

A: Due to GUESS's worldwide fame and reputation, a person who sees the G by GUESS, GUESS or GUESS by MARCIANO name is likely to believe that the goods are connected with or endorsed by GUESS. Such confusion is a form of trademark infringement and violates federal and state laws.

**Q: I believe that the item GUESS reported is authentic GUESS merchandise. 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 e-mail below or the contact person that eBay has provided 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 pictures of the item that were posted in the removed auction. We reserve the right to request additional documentation proving the item is authentic. If GUESS 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.

GUESS's e-mail address for issues relating to eBay sales is [infringement@guess.com](mailto:infringement@guess.com). Due to the volume of e-mail received, it may take us some time to respond to your message if it addresses an issue not discussed above and we cannot guarantee that we will respond to all e-mails.