

Gretsch Company

Since 1883, Fred W. Gretsch Enterprises, Ltd. (The Gretsch Company) has been producing some of the world's greatest drums and guitars. With its emphasis on hand-craftsmanship and commitment to quality, Gretsch has won endorsements from some of the music industry's most respected artists. Gretsch introduced the multi-ply drum shell in 1927, which was quite an innovation at the time. This technique has become the standard not only for GRETSCHE drums but also for drum making around the world. GRETSCHE drums continue to be hand-made in South Carolina utilizing time-honored procedures, tooling, molds, and processes to exacting quality specifications. The entire GRETSCHE drum line can be viewed at www.GretschDrums.com. Many dedicated employees and some of the world's foremost musicians have helped GRETSCHE to pioneer new designs and manufacturing techniques. When the Beatles appeared on The Ed Sullivan Show in 1964, the demand for GRETSCHE guitars soared. Gretsch continues to produce several guitar lines featuring beautifully crafted hollow-body and solid-body electrics, acoustics, acoustic/electrics, and basses. All GRETSCHE guitar products can be viewed at www.GretschGuitars.com.

Our Trademarks:

GRETSCHE, BIGSBY, LEEDY, GRETSCHE BROADCASTER, ELECTROMATIC, SHOBUD, NASHVILLE, CATALINA, ODE are just some of the registered trademarks of Fred W. Gretsch Enterprises, Ltd. This is not a comprehensive list of all trademarks and service marks of The Gretsch Company, many of which are registered in the United States and in other countries.

Gretsch eBay VeRO Program:

The Gretsch Company provides this information to assist eBay users in identifying auctions of unauthorized and illegal merchandise. If you find an auction item that you suspect is unauthorized, please contact The Gretsch Company at vero@Gretsch.com.

The use of any Gretsch trademark in a manner intended to deceive consumers is strictly prohibited.

Use of phrases such as "GRETSCHE-Style," "BIGSBY-Style," "GRETSCHE-Replica" or similar are not authorized. Only products manufactured by Gretsch may be described using Gretsch trademarks in the listing title. If the product is not made by Gretsch then use of a Gretsch trademark in the title of the auction may confuse consumers regarding the source or quality of the product. We will request that such listings be suspended through eBay's VeRO program.

The Gretsch Company is the owner of the copyrights in all pictures, text, and graphics on the websites operated by The Gretsch Company and in the catalogs and other consumer and dealer promotional and technical materials published from time to time

by The Gretsch Company. These pictures, text, and graphics are not available for use without the express written permission of The Gretsch Company. The Gretsch Company is aware that unauthorized sellers often attempt to sell these copyrighted materials or promote the sale of GRETSCHE products by unlawfully copying some or all of these protected materials. Such copying is strictly prohibited by federal law. In addition, the models and other individuals appearing in such photographic images are protected against the unauthorized use of their likenesses by virtue of their rights of publicity and privacy. The Gretsch Company does not permit or authorize the use of any of its or their intellectual property on eBay.

The Gretsch Company cooperates fully with law enforcement officials to stop any counterfeiting of its name and products. The Gretsch Company takes full advantage of all criminal and civil legal remedies it may have to enforce its trademark rights.

Frequently Asked Questions (FAQ):

Q: Why was my auction suspended?

A: We asked eBay to suspend your auction because The Gretsch Company believes that the merchandise that you were offering for sale is counterfeit or otherwise infringes or misuses The Gretsch Company's trademarks.

Q: Why does The Gretsch Company care if I sell a single piece of unauthorized GRETSCHE merchandise?

A: The Gretsch Company has a legal responsibility to enforce its trademark rights, copyrights, and property rights against unauthorized distribution. The Gretsch Company representatives regularly monitor the Internet, including auction sites, in order to address the infringement of its rights. As part of this effort, The Gretsch Company representatives will notify eBay of auctions of unauthorized materials, and eBay will take actions in accordance with its user policies.

Q: Why didn't The Gretsch Company contact me directly before reporting my auction to eBay?

A: For reasons of speed and efficiency, it is impractical to contact each seller individually.

Q: Why can't I use the word "GRETSCHE" in my auction heading when I am not selling a GRETSCHE item?

A: Many eBay sellers use the trademarked term "GRETSCHE" in their auction title or description simply to get attention from consumers looking for authentic GRETSCHE goods. This is a form of trademark infringement recognized by the courts as "initial interest confusion" or "keyword spam". Even though consumers may ultimately realize that an auction or website has no connection to The Gretsch Company, such conduct is

illegal trademark infringement, and is an attempt to capitalize on The Gretsch Company's name and reputation.

Q: Why can't I describe my item as "GRETSCHE-STYLE", "GRETSCHE-LIKE" or a similar phrase?

A: A person who sees the GRETSCHE name is likely to believe that the goods are in some manner connected with or endorsed by The Gretsch Company. Such confusion as to association or sponsorship is a form of trademark infringement and violates federal and state laws.

Q: Why was my listing cancelled when I didn't use the word "GRETSCHE"?

A: Some of the other brands owned by The Gretsch Company and protected by Federal copyright and trademark laws include BIGSBY, LEEDY, SHO-BUD, ELECTROMATIC. To be sure that your auction listing is not subject to removal from eBay due to copyright or trademark issues, do not use GRETSCHE brand names in your listings unless the merchandise you are offering is an authentic GRETSCHE brand product and the brand appears on the product in its original form.

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 or that they do not infringe The Gretsch Company's trademarks.

Q: What about my eBay Listing fee?

A: If you are a non-repeat offender, eBay will refund your Listing fee.

Q: Can I use the Gretsch Company logo or properties owned by The Gretsch Company to make my auction listing more interesting?

A: No. Use of these logos on your auction wrongfully implies that your auction is authorized, sponsored or approved by The Gretsch Company, and dilutes the value of these logos, in violation of state and federal trademark laws.

Q: Can I use the Gretsch Company logo or properties owned by The Gretsch Company to create homemade products, such as clocks, posters, stickers, decals, etc.?

A: No. No one is authorized to manufacture, sell and/or offer for sale any products/services, which contain any properties owned by The Gretsch Company without the express written permission of The Gretsch Company. Therefore, the sale and/or offer for sale of any such homemade products is not authorized on eBay or elsewhere.

Q: Can I make copies of The Gretsch Company literature, catalogs or advertisements.

A: No. It is unlawful to copy these protected materials. Such copying is strictly prohibited by federal law. In addition, the models and other individuals appearing in such photographic images are protected against the unauthorized use of their likenesses by virtue of their rights of publicity and privacy.

Q: I don't know which products, trademarks or other properties are owned by The Gretsch Company; how can I find out this information?

A: One good reference is the Gretsch.com website.

Q: What if I didn't realize I was violating the law or infringing The Gretsch Company's Rights?

A: Innocent intent is not a defense under Federal copyright law. You have a responsibility to ensure that your actions do not violate someone else's copyrights. Before auctioning any property, you need to take affirmative steps to ensure that the item you are selling is authorized for resale by the copyright or trademark owner.

Thank you for your interest in The Gretsch Company and GRETSCH Products.

The Gretsch Company's e-mail address is vero@Gretsch.com. If your email requests information that is already contained in this Participant page, you will not receive a response. Due to the volume of email received, it may take us a couple of weeks to respond to your message if it addresses an issue not discussed above.

The Gretsch Company

PO Box 2468, Savannah, GA 31402

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