

# Herschel Supply Company Ltd.

## **VeRO Profile – Herschel Supply Company Ltd.**

Herschel Supply Company Ltd. is widely recognized as a leading manufacturer and retailer of high quality backpacks, travel bags, luggage, and accessories. Founded in 2009, the company has quickly gained worldwide recognition for merging timeless silhouettes with innovative design.

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Herschel Supply is the owner of numerous trademarks around the world, including HERSCHEL, HERSCHEL SUPPLY COMPANY, and the Herschel Supply Co. logo. Herschel Supply also owns copyrights and other intellectual property rights in its distinctive product designs, the product images and descriptions on its website, and the images and text in its catalogues, lookbooks and other advertising. Herschel Supply has invested significant time and resources to build the goodwill and reputation symbolized by its trademarks and intellectual property, and actively polices infringement of its rights.

As a member of eBay's VeRO program, Herschel Supply monitors eBay for infringements of its intellectual property, including the sale of counterfeit Herschel Supply products, and regularly takes steps to remove infringing content and pursue legal action against offending sellers.

Herschel Supply cannot guarantee the quality or authenticity of products that are purchased from eBay, and has received numerous complaints from customers who have inadvertently purchased counterfeit Herschel Supply products from eBay sellers. Herschel Supply recommends that potential buyers exercise caution when purchasing Herschel Supply products from eBay or other third-party marketplaces.

**Q\*\*:** Why was my listing removed?\*

**A:** Herschel Supply reports listings to eBay if the items being sold appear to be counterfeit, or the listing otherwise violates Herschel Supply's intellectual property (including the use of product images from Herschel Supply's website). As a seller, it is your responsibility to ensure that the goods you are selling are authentic and that your listings do not mislead buyers or infringe Herschel Supply's intellectual property rights.

**Q:** What's so bad about counterfeits?

**A:** Herschel Supply products are sold through a network of authorized distributors and retailers who are held to the highest standards to ensure that Herschel Supply's customers always receive the finest quality products and service. Counterfeit products may look similar to authentic products, but the workmanship, quality of materials and

customer service you are entitled to is usually far inferior to authentic Herschel Supply products.

If a Herschel Supply product is being sold for significantly less than the retail price, there is a good chance it is counterfeit. The only way that you can be certain that you are purchasing authentic Herschel Supply products is to purchase those products directly from Herschel Supply or through an authorized Herschel Supply retailer.

Aside from the risk of receiving inferior products (or no products at all), buying Herschel-branded products from unauthorized retailers may leave your personal information and credit card details vulnerable to theft or fraud, and proceeds from these purchases may be used to fund illegal activities.

If you suspect that a company or individual is advertising or selling counterfeit Herschel Supply products, please contact [legal@herschel.com](mailto:legal@herschel.com).

**Q: What should I do if I am sold counterfeit Herschel Supply products on eBay?**

**A:** If you have been sold counterfeit Herschel Supply products using your credit card, you may be eligible for a full refund from your credit card company. For more information and to file an official report, contact the Canadian Anti-Fraud Centre (even if you do not live in Canada) at [fake@antifraudcentre.ca](mailto:fake@antifraudcentre.ca). Herschel Supply also recommends that you report the seller to eBay.

For more information about authentic Herschel Supply products, please visit [www.herschel.com](http://www.herschel.com).