

Jaguar & Land Rover

Since the early 1900's the Jaguar & Land Rover names have become universally identified with a vast collection of definitive vehicles.

Jaguar & Land Rover owns valuable intellectual property rights such as copyright and trademark rights.

There are many trade marks that are registered to Jaguar & Land Rover, including but not limited to marks such as; **JAGUAR & LAND ROVER word text**, marks such as the **Jaguar "Leaping Cat" & Land Rover "Green Oval"** as well as vehicle names & identifiers such as **S-Type, X-Type, XJ, Range Rover, Freelander, Discovery (DISCO)**. Various publicly available websites exist in relation to registered trade marks, including the site of the UK Patent Office, www.patent.gov.uk

These registered trade marks give Jaguar & Land Rover, its associated groups and its authorised licensees the sole & exclusive right to use the trade marks in relation to the goods and/or services for which they are registered. Jaguar & Land Rover trade marks often also have sufficient fame to give Jaguar & Land Rover rights to prevent their use in fields beyond the goods and services for which the trade marks are registered.

It is an offence under applicable civil and criminal law for an unauthorised reproduction or application of a registered trade mark. For example, adding the **Land Rover "green oval" logo** to an item, makes that item counterfeit and also infringes on Land Rovers rights in relation to trade mark.

Jaguar & Land Rover has an active Brand Protection team whom, amongst other things, police the use of our trade marks. This includes monitoring the internet and action sites to ensure that these trade marks are not being used without authority.

Unauthorised use of our trade marks subjects the offender to legal action by Ford and/or the criminal authorities. Additionally you should be aware that such activity is prohibited by eBay (Refer to 6,2 of eBay's user agreement) and will result in your auctions being cancelled and your user account being suspended or terminated.

If you have any further queries please direct them to the Brand Protection team at:

jlrbsp1@jaguarlandrover.com

Thank you for your interest.

Jaguar & Land Rover Brand Protection

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