



## LifeProof

LifeProof takes its brand seriously. We work diligently to protect our reputation for providing the highest quality products to our customers. In order to protect consumers from counterfeits and other infringing products, we partnered up with the VeRO Program to remove these items from eBay.

LifeProof has the exclusive right to use its trademarks and copyrights, which include product photos and the LifeProof logo. We have intellectual property registered in a multitude of countries around the world, including, but not limited to, the United States, Canada, U.K., and China. To learn more about our company, please visit the following webpage:

<http://www.lifeproof.com/en/about/our-company/>

There are a significant number of counterfeit and/or infringing LifeProof items listed on eBay. Sale of these items violates eBay policy, and is also illegal. The manufacture, distribution and/or sale of counterfeit goods carry criminal penalties and civil liability in the U.S. and other countries.

### **Please Read if Your Listing Was Removed!**

Our e-mail address for correspondence regarding listing removal is provided in the notice sent to you from eBay. If you contact us requesting information that is already contained within this page, you will, unfortunately, not receive a response. Also, due to the number of e-mails received on a daily basis, it may take up to a week to respond to any e-mails that address issues not discussed below. In order for us to accurately respond to any inquiries, we need your **eBay seller ID and auction number**. Without these, it will not be possible to respond with any relevant information.

### ***Frequently Asked Questions***

#### **Q: Why was my auction removed?**

A: Your eBay auction was removed by eBay because we believe that the item being sold was counterfeit and/or infringes on our intellectual property.

#### **Q: Why did eBay allow me to post my auction if it contained infringing content/goods?**

A: It is impractical to pre-screen all listings that are submitted to eBay. As such, certain products that violate both the VeRO policy and our intellectual property are allowed to be listed and are only detected after the auction is posted.

**Q: How did LifeProof determine that the goods in my auction were counterfeit and/or infringing intellectual property rights?**

A: Due to the nature of eBay, we must make our decisions based on the pictures provided in your auction. Unfortunately, we do not disclose the specific ways in which we identify counterfeit products. If we did, this information could also be used by counterfeiters to further produce phony goods.

**Q: Can LifeProof verify the authenticity of merchandise for sale on eBay?**

A: While we would like to be able to assist you, LifeProof cannot verify the authenticity of any product that is not purchased through one of our authorized distributors or retailers. Unfortunately, there are a large number of counterfeit products in the marketplace, and we are committed to addressing this issue. If you believe a seller or store is selling counterfeit LifeProof products, please let us know by visiting the following link: [Report Counterfeit LifeProof Cases!](#)

**Q: Why does LifeProof care if I sell a single piece of unauthorized LifeProof merchandise?**

A: We have expended considerable resources to develop and maintain a reputation of providing the highest quality products to our customers. Through the auction of counterfeit merchandise, people attempt to trade off of our well-earned reputation. These auctions not only cause monetary damage, but may also damage our reputation, as many purchasers of inferior counterfeit products will attribute the poor quality merchandise to LifeProof.

**Q: Why was my auction singled out? I see a bunch of other auctions selling the same items!**

A: We work diligently to ensure that the majority of auctions offering infringing goods are removed from eBay. However, given the extremely high volume of merchandise that is offered for sale, it is almost impossible to identify and remove all such auctions.

**Q: Why didn't LifeProof contact me directly before reporting my auction to eBay?**

A: Unfortunately, due to the volume of auctions that are targeted for removal, the amount of time necessary to contact each eBay seller individually is not practical.

**Q: What if I decide to re-post an auction once it has been removed?**

A: If you decide to re-post an infringing product after eBay has removed the first auction for it, please be aware that your account may be temporarily or permanently suspended from eBay.

**Q: Can I use LifeProof's logo or other images owned by LifeProof to make my auction listing more appealing?**

A: Unfortunately, this is not permitted. We do not authorize any of our resellers to sell on eBay, and as such, we do not allow the use of our logos or other copyrighted material owned by LifeProof.