Lifted Research Group Inc.

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Frequently Asked Questions (FAQ)

Q: Why was my auction suspended? A: We asked eBay to suspend your auction because L-R-G believes that the merchandise that you were offering for sale is counterfeit or otherwise infringes L-R-G's trademarks. Because of how eBay works, we sometimes can only make this determination based upon your auction's title/description/photographs.

Q: Why did eBay allow me to post my auction? A: eBay claims 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 L-R-G's trademarks.

Q: Why does L-R-G care if I sell a single piece of unauthorized L-R-G merchandise? A: Sellers of counterfeit merchandise attempt to trade off of L-R-'s well-earned reputation. Sales of counterfeit goods damage L-R-G's reputation, as many of the purchasers of inferior counterfeit products will attribute the poor quality merchandise to L-R-G.

Q: I think that the item I offered is genuine. How can I tell if it is real? A: We cannot provide the public with detailed information on how to identify genuine L-R-G items. The only way you can be certain that you are purchasing a genuine L-R-G fashion product is to purchase from an L-R-G authorized dealer. For a list of authorized dealers, please see our website www.l-r-g.com.

Q: Why can't I use the word "L-R-G" in my auction heading even though I am not selling an L-R-G item? A: Many eBay sellers use the trademarked term "L-R-G" in their auction title or description simply to get attention from consumers looking for authentic L-R-G goods. This is a form of trademark infringement recognized by the courts as "initial interest confusion." Even though consumers may ultimately realize that an auction or website has no connection to L-R-G, such conduct is illegal trademark infringement, and is an attempt to take a free ride off L-R-G's name and reputation.

Q: Why can't I describe my item as "L-R-G -STYLE", "L-R-G-LIKE" or a similar phrase? A: Due to L-R-G's fame and reputation, a person who sees the L-R-G name is likely to believe that the goods are in some manner connected with or endorsed by L-R-G. Such confusion as to association or sponsorship is a form of trademark infringement and violates federal and state laws.
Q: Why didn’t L-R-G contact me directly before reporting my auction to eBay? A: For reasons of speed and efficiency, it is impractical to contact each seller individually. In order to maintain its reputation and name, L-R-G must work diligently and speedily to protect its reputation for providing the highest quality products, and to stop the sale of inferior products under its name and trademarks.