



MGA Entertainment, Inc. - A.B.C. International

MGA Entertainment Inc. is a consumer entertainment products company headquartered in Van Nuys, California, that manufactures innovative lines of proprietary and licensed products including toys and games, dolls, consumer electronics, home décor, stationery and sporting goods. The MGA family includes award-winning brands such as Little Tikes®, L.O.L. Surprise!™, Num Noms™ Lalaloopsy™, Bratz®, Project MC2™, Squeezos™, Awesome Little Green Men™, Havex Machines™, Baby Born®, Smooshins™, Gel-A-Peel™, and Zapf Creation®.

MGA's dolls, games, play sets and licensed consumer products have been sold worldwide. Our brands have been critically acclaimed and praised by consumers, retailers and toy industry analysts alike. MGA has spent millions of dollars to develop, build and promote our brands, and MGA licenses the right to use our brands on an ever-expanding range of products.

MGA cannot guarantee the authenticity of any MGA item sold on eBay. We protect the reputation of our brands by monitoring eBay on a daily basis and maintaining active membership of the Verified Rights Owners programme (VeRO). The VeRO program enables us to request eBay remove listings for products that infringe our trademarks or other intellectual property rights. If a trader has a listing removed eBay will notify the traders and provide a brief explanation.

MGA's rights include all intellectual property rights associated therewith, including, without limitation, all copyrights, patents, trademarks, industrial designs, trade secrets, contract and licensing rights, design rights, moral rights and trade dress rights.

While we appreciate that many traders resell goods not knowing that they are infringing on our trademarks or intellectual property rights, it is important that we treat all traders consistently. We do this to protect our consumers from buying infringing products and to maintain the trust and reputation our brands work hard to have with consumers.

FREQUENTLY ASKED QUESTIONS

I have had a listing removed and now my account has been suspended. Can you assist me with having my eBay account suspension removed?

It will be necessary for you to contact eBay directly regarding your account status. eBay will not discuss the activation of a trader's account with us.

I bought the product from eBay so assumed it must be genuine.

MGA cannot guarantee the authenticity of any MGA item sold on eBay. If you purchased the product from another eBay trader, we suggest you contact eBay directly about this seller and leave feedback on the site.

I bought the product in good faith from eBay. Can you provide me with a refund?

MGA is not a trader or distributor of our brands via eBay. If you believe you may be entitled to a refund as the result of an imitation product, please contact eBay/PayPal directly.

I only want to buy genuine MGA goods. How can I be sure I am doing this?

To be sure the goods you have purchased are genuine we recommend purchasing MGA brands from a reputable retailer. MGA cannot guarantee the authenticity of any MGA item sold on eBay.

I want to report a trader on eBay who I think is selling infringing MGA products. Who should I contact?

There are three ways in which to report an eBay trader for suspected product infringement:

Click the 'report item' tab on every listing on eBay; Email eBay via the 'contact us' tab on the home or help pages; Use the feedback tool to indicate concerns.