“The next best thing to fruits and vegetables.”

The Juice Plus+® Company was founded in 1970 with a vision that has remained consistent throughout our history: to inspire healthy living around the world. What started as a small direct sales business, has now become a successful, global company that helps people live a better life in more than 20 countries. For more information about our products and company, please visit our website at http://www.juiceplus.com

Juice Plus+® is a member of the eBay Verified Rights Owner (VeRO) Program and provides this page to educate eBay users about auctions that infringe its intellectual property rights.

**Trade Names, Trademarks and Copyrights**

Juice Plus+® trade names and trademarks are valuable company assets; they help to maintain the reputation of their products, as well as the integrity of their brand. The Juice Plus+® and Tower Garden® names, logos, designs, images and product photographs are the exclusive property of Juice Plus+®, and any unauthorized use constitutes infringement. Juice Plus+® monitors the use of its intellectual property on eBay daily to protect the integrity of its trademark interests. All unauthorized use of Juice Plus+®’s intellectual property will be reported to eBay for removal.

**Important Notice about Juice Plus+® Products**

Juice Plus+® and Tower Garden® products that are sold on the eBay website are not authorized sales and are, therefore, not covered by the Juice Plus+® Satisfaction Guarantee. All items purchased on eBay are done so as transactions between the buyer and seller only and are not backed by Juice Plus+®. The Juice Plus+® Satisfaction Guarantee is only valid for products purchased directly from an authorized Juice Plus+® representative or through an authorized distribution channel, such as the juiceplus.com website.

**FREQUENTLY ASKED QUESTIONS**

**Q: Why did eBay allow me to post my auction if it is against the law?**
A: eBay has indicated they are unable to conduct a comprehensive pre-screen of their auctions to account for all violations. Therefore, certain impermissible items are allowed to be listed in violation of the law.

**Q: Why did my auction get shut down?**
A: Most likely, your auction was shut down because it displayed unauthorized reproductions of copyrighted images or trademarks owned by Juice Plus+®.

**Q: What if I did not know I was infringing on Juice Plus+®’s intellectual property rights?**
A: You have a responsibility to ensure your actions do not violate someone else’s intellectual property rights. Innocent intent does not negate liability under state and federal copyright and trademark law.

**Q: Why is Juice Plus+® concerned with my single auction when other sellers are listing multiple auctions?**
A: Juice Plus+® takes all matters of infringement seriously regardless of the quantity of listings. Juice Plus+® will continue to work with eBay to have all unauthorized listings removed.

**Q: How do I know whether an item listed on eBay is a genuine Juice Plus+® product?**
A: The only way to ensure you are purchasing a genuine Juice Plus+® product is to purchase it directly through a Juice Plus+® Independent Representative or the company website, www.juiceplus.com.

**Q: Why does Juice Plus+ Company have an internal policy prohibiting their official Sales Representatives from selling on eBay is a genuine Juice Plus+® product?**
A: The policy protects consumers of Juice Plus+® products, official sales representatives, our brand & products from any liability that could occur from a unauthorized sales transactions.

*Nothing herein shall constitute a waiver of any of Juice Plus+®’s rights in law or in equity, all of which are expressly reserved.*