

Niwot Corporation dba Specialty Products Company



Niwot Corporation dba Specialty Products Company® is an American global company which designs and manufactures automotive aftermarket parts. Pioneering the alignment parts business in 1971, Specialty Products Company has led the industry for over 45 years.

Specialty Products Company is the preferred brand by professional automotive technicians and installers. Our innovation, quality and service are why we are the industry's first choice in alignment parts and tools.

Specialty Products Company is a committed member of the eBay VeRO Program and owns trademarks, patents, as well as copyrighted materials, worldwide. Determined to protect our intellectual property rights in the most effective way possible, we have developed the following guidelines to help ensure that eBay users do not infringe upon the intellectual property rights of Specialty Products Company.

Trademark Infringement

Niwot Corporation is the legal owner and proprietor of the Specialty Products Company® and SPC Performance® along with other trademarks throughout the world including, but not limited to, Europe, China and the United States of America. Specialty Products Company is entitled to take legal action against any unfair use of our intellectual property, and to prohibit others from using our trademarks in connection to the same or similar goods and/or services being offered in the jurisdictions covered by our trademarks.

Unlawful use of Specialty Product Company's trademarks risks exposing our consumers to products that have not been subjected to our rigorous quality control and testing processes, and damages our reputation for quality and reliability that we have cultivated over a number of years. For these reasons, we take any unauthorized use of our trademarks seriously and any infringing listing will be reported to eBay.

Copyright Infringement

Specialty Products Company owns copyrights in photographs, instruction sheets, line-art, and other material displayed on our official Specialty Products Company's website or in authorized published marketing materials. Specialty Products Company

operates primarily from the official site located at <http://www.specprod.com> from which it is unlawful to use, without prior authorization, any copyrighted materials owned or published by Specialty Products Company. Anyone using Specialty Products Company's copyrighted materials (including, but not limited to; logos, text, photographs, illustrations, instructions, FAQs, videos and other material found on the Specialty Products Company website) without prior authorization may be breaching Specialty Products Company's intellectual property rights, which may in turn lead to eBay listings being reported and taken down for copyright violations.

To eBay Buyers:

Specialty Products Company is committed to providing quality automotive alignment solutions to our customers worldwide.

We sell our products through an authorized supply chain. Specialty Products Company does not guarantee products purchased through unauthorized dealers, and we will not honor promotions or returns from unauthorized dealers. The only way to purchase genuine products is to buy from Specialty Products Company or from our authorized supply chain. To find out more about our authorized supply chain please contact us at custserv@specprod.com.

To eBay Sellers:

Specialty Products does not tolerate sales of counterfeit products. Specialty Products Company may request eBay to remove listings for any one of the following reasons:

- Sale of counterfeit Specialty Products Company parts and tools
- Use of Specialty Product Company's trademarks or copyrighted materials without authorization
- Sale of Specialty Product Company's products that breach local regulatory requirements