

Purdey

James Purdey the Elder established his business in 1814 and from the outset was widely recognised as the finest gun maker in London: an innovator with an uncompromising approach to quality. Purdey continues this proud tradition today and is acclaimed as one of the world's leading producers of fine sporting guns and rifles. In 1868, The Prince of Wales, later King Edward VII awarded the Royal Warrant to the company. Thereafter, Purdey has been granted a Royal Warrant of Appointment by every English monarch from Queen Victoria to Queen Elizabeth II. The company moved in 1882 to 57, South Audley Street, London W1, where it remains to this day.

Purdey is proud of its products and is committed to preserving its tradition of style, quality and craftsmanship. To this end, Purdey has sold and will continue to sell all its products through a network of boutiques and selected distributors and retailers. In addition, Purdey has taken and will continue to take a very stringent attitude vis-a-vis those third parties who have infringed its intellectual property rights, including trade marks, copyright, registered designs, and/or have dealt with counterfeit Purdey products, both online and offline. Purdey has filed numerous lawsuits worldwide and worked closely with different law enforcement agencies to protect its intellectual property rights. These measures are not only necessary to protect the integrity of Purdey but, equally importantly, to protect the interests of consumers.

Frequently Asked Questions (FAQ)

Q. Why was my auction shut down? A. If your auction has been shut down pursuant to our request, it is because you have infringed the intellectual property rights of Purdey. This may have been because:

-the item offered is counterfeit.

Please refer to the eBay Replica and Counterfeit Items page at <http://pages.ebay.com/help/policies/counterfeit.html> for a more detailed explanation. Purdey has a zero-tolerance policy in respect of the sale of counterfeit products and in addition to the removal of your auction, repeat sellers of counterfeit products bearing the Purdey mark may also face legal proceedings initiated on behalf of Purdey; and/or

-the item has infringed the registered design and/or copyright of the products of Purdey.

Due to the number of registered designs and copyright we have, it is impossible for us to set out all their details and include all the relevant images; and/or

-you have misused one or more trademarks of Purdey, such as the following:

- PURDEY
- JAMES PURDEY

You can get a broader idea of the designs and trademarks owned by Purdey by visiting its website at www.purdey.com.

Q. Can I make any reference to Purdey and/or use the registered trademarks of Purdey if I am not selling products belonging to Purdey, especially when I clearly say

that the products are from other brands? A. No. Many eBay sellers use the name of Purdey and/or its trademarks in their auctions simply to get attention from consumers who are looking for authentic items from Purdey. Any such use is therefore misleading. The use of the registered trademark is only permissible under law by the registered owner of the mark, its authorised entities and/or in relation to goods launched by the aforesaid entities under that mark.

Q. Why did Purdey not contact me directly before requesting that eBay shut down my auction(s)? A. Given the number of Purdey items on eBay, it is not possible for Purdey to contact each seller individually before requesting that eBay shut down the auction.

If you have any further questions after reviewing the above, you may contact us at General@richemont-ip.com. If however you request information that is already available on this About Me page, you will not receive a response. Due to the volume of emails received, it may take us a couple of weeks to process your request. We ask that you kindly bear with us in the meantime.