



Radio Flyer is a leading American toy manufacturer based in Chicago, Illinois, USA. For over 100 years, Radio Flyer has manufactured and sold quality toys, such as wagons, tricycles, scooters, and other ride-on toys. Radio Flyer has continually been using the famous RADIO FLYER word mark, the Coaster Boy logo, and trade name in connection with the sale of its products. Radio Flyer is perhaps most well-known for its highly popular red wagon.

Since its inception, Radio Flyer has secured numerous patents, trademarks and copyrights to protect its brand and products, and the goodwill associated with the famous Radio Flyer name. Because Radio Flyer takes great care and pride in every Radio Flyer product, we are committed to protecting our patents, trademarks, copyrights, and other intellectual property from counterfeiting and other unauthorized uses.

Unauthorized use of Radio Flyer's intellectual property and misrepresentations of its products by others can severely damage the reputation that Radio Flyer has worked so hard to build over the past 100 years. It is for this reason that Radio Flyer monitors eBay listings on a regular basis and maintains an active membership of the Verified Rights Owners program (VeRO). The VeRO program enables us to request eBay to 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.

Use of Radio Flyer Trademarks and Copyrights

It is legal to re-sell genuine Radio Flyer products that were purchased in their original, unaltered form. However, the use of Radio Flyer's images, graphics and logos cannot be used to promote the sale of such items. Anyone who produces, copies, distributes or displays Radio Flyer's copyrighted materials, including photographic images and accompanying item descriptions appearing on the Radio Flyer website or product packaging may be liable for copyright infringement. In addition, the use of Radio Flyer trademarks in connection with altered Radio Flyer products or goods not made by or under the authority of Radio Flyer is strictly prohibited.

The Radio Flyer Warranty and False Warranty Claims

Radio Flyer offers a limited warranty to the original purchaser of a product. This warranty cannot be transferred to any other person. If an eBay seller claims to offer a warranty for a Radio Flyer product, this warranty is not a Radio Flyer warranty. More information about the Radio Flyer warranty can be found at: <https://www.radioflyer.com/warranty-policy/>

Frequently Asked Questions (FAQs)

Why was my item removed from eBay?

Radio Flyer is committed to protecting its intellectual property and business rights. We have asked that your auction item or items be removed because we have a good faith belief that the item(s) you were offering are either counterfeit, altered, or infringe on our intellectual property rights. This determination was made based on your auction's title, description or photographs posted.

Why did eBay allow me to post my auction in the first place?

eBay does not conduct pre-screenings on all of the items that appear on its auction site. Therefore, impermissible items may be listed initially, but this does not mean that their sale is permissible or that it does not infringe on the rights of third parties, including Radio Flyer.

Why was my item removed and others allowed to stay?

Although Radio Flyer works to ensure that all unauthorized uses of its intellectual property are promptly removed from eBay, it is difficult to identify and remove every unauthorized item in a timely fashion. The fact that others are selling products that infringe Radio Flyer's intellectual property rights does not give you the right to do so. Simply because an auction item is listed on eBay does not mean that it is not violating Radio Flyer's intellectual property rights or that the item is genuine.

Why didn't Radio Flyer contact me directly?

Given the volume of auctions that Radio Flyer reviews, we do not have the resources to contact each seller directly. Thanks to eBay, Radio Flyer was able to join the VeRO program which allows us to take direct action to protect the goodwill and value of the Radio Flyer brand.

Who can I contact at Radio Flyer for more information?

If you have specific questions about our policy that are not addressed in this page, you may contact our representatives at custserv@radioflyer.com. If your email requests information that is already contained in this page, we cannot guarantee a response.