



## Ray-Ban

Luxottica Group S.p.A. (“Luxottica”) is a member of the eBay VeRO Program and the owner of the Ray-Ban family of trademarks, and all associated intellectual property rights.

Ray-Ban has been a leader in sun and prescription eyewear for generations. Since the introduction of the iconic Aviator model created for the aviators of the United States Army, Ray-Ban has been at the forefront of cultural change, becoming a symbol of self-expression, worn by celebrities and public figures all around the world. However, our ceaseless efforts to build the Ray-Ban brand would be meaningless if we did not aggressively protect our intellectual property.

Unfortunately, there are a significant number of counterfeit and/or infringing Ray-Ban products being offered for sale on eBay. As such, Luxottica reviews items for sale on eBay daily. We take great pride in the quality and workmanship of the products we produce and the warranties provided with those products. Therefore, we have a zero tolerance for those who attempt to steal our ideas.

### **FAQs**

#### **Q: Why was my auction removed?**

A: Possible reasons for termination include the sale of counterfeit Ray-Ban merchandise, use of copyrighted images without Luxottica’s permission, or misuse of a Ray-Ban registered trademark. Luxottica regularly monitors the Internet for violations of its intellectual property rights. Luxottica notifies eBay of auctions which violate Ray-Ban’s intellectual property rights. eBay then takes the necessary action to comply with our notice, including removing the auction from eBay.com without prior notice.

#### **Q: Why was *my* auction removed while many other auctions offering similar Ray-Ban products for sale remain active?**

A: Be assured that you have not been singled out. However, due to the high volume of Ray-Ban products being offered on eBay, it is difficult to remove every infringing auction. If you find auctions violating Luxottica’s rights or eBay’s policies, please report them by providing the appropriate Seller ID using the form provided at this link: <https://www.ray-ban.com/usa/report-fakes>.

#### **Q: May I use Ray-Ban images, from www.Ray-Ban.com or from an authorized sellers site?**

A: No. Ray-Ban images are protected by copyright and may not be reproduced. Luxottica does not authorize the use of copyright images to unaffiliated third parties.

**Q: Can I legally sell a counterfeit product if I identify the product as “Replica,” “Ray-Ban Inspired,” “Fake” or a “Knock Off”?**

A: No. The manufacture, distribution, advertising for sale and/or sale of counterfeit goods is illegal, and carries criminal penalties and civil liability in the U.S. and other countries. A disclaimer about the authenticity of goods does not shield you from liability.

**Q: Why does Luxottica care if I sell a single piece of counterfeit Ray-Ban product?**

A: Luxottica has a zero tolerance policy for the sale of counterfeit product. The sale of counterfeit Ray-Ban products causes monetary and reputational damage. Further, counterfeit Ray-Ban products are of an inferior quality and do not come with the same warranties and guarantees as authentic Ray-Ban products.

**Q: What if I did not know that my item was counterfeit?**

As a seller, it is your responsibility to ensure that the items you list for sale are authentic.

**Q: Can Luxottica verify the authenticity of my Ray-Ban product?**

A: Luxottica is unable to verify the authenticity of any product not purchased directly from [www.Ray-Ban.com](http://www.Ray-Ban.com) or from an authorized dealer. The identity of authorized Ray-Ban dealers can be verified at <https://www.ray-ban.com/usa/store-locator>.

**Q: I believe I purchased counterfeit Ray-Ban merchandise on eBay. What should I do?**

A: First, contact the seller directly and ask for the appropriate resolution (i.e., a complete refund). Second, immediately review eBay's dispute resolution policies and proceed with a dispute resolution and a fraud report.

**Q: Why didn't you contact me before terminating my auction?**

A: Due to the large volume Ray-Ban items for sale on eBay, it is not possible to contact and follow up with each seller to ensure that appropriate action is taken.