

Sakura Color Products of America, Inc.



Sakura Color Products of America, Inc. is a member of eBay's Verified Rights Owners (VeRO) Program

Sakura Color Products Corporation is the prime manufacturer of many known art materials and stationery items like CrayPas®, Gelly Roll®, and Pigma Micron®. *Sakura* offers a wide range of products including oil pastels, watercolors, gel pens, calligraphy brushes, technical pens, industrial markers, mechanical pencils, erasers and more. These products are distributed through a network of authorized wholesalers and sold by select retailers.

As an eBay VeRO program participant, *Sakura* is committed to protecting the quality of its products and brands by monitoring eBay auctions on a consistent basis and ensuring all its intellectual property is not misused. There are numerous potential counterfeit items that infringe *Sakura's* trademarks for sale on eBay. It is illegal to sell such goods and violators may be liable for damages under the law of the applicable country / jurisdiction.

As a seller, unless otherwise authorized, you are NOT given the right to use any copyrighted material of *Sakura* branded products to advertise the sale of the item. This includes copyrighted written text, images, and videos that appear on *Sakura's* website(s), social media pages, online and magazine promotions and printed product literature. In addition, you cannot customize a *Sakura* product or modify any of its trademarks for sale. You also cannot display any of *Sakura's* logos as a separate element in your listing.

Innocent intent or not, *Sakura* gives zero tolerance for those who infringe its intellectual property rights. *Sakura* will take legal actions to safeguard its valuable brands in order to protect the consumers from purchasing counterfeit or falsely described items.

Sakura Color Products of America, Inc. dba Sakura of America is the wholly owned subsidiary of Sakura Color Products Corporation ("Sakura Japan") and has the full power and authority to enforce the intellectual property rights of Sakura Japan in the U.S. and Canada. Sakura of America is the only authorized importer of Sakura products in the U.S. and Canada.

For more information on genuine *Sakura* products, please visit: www.sakuraofamerica.com

Frequently Asked Questions

1. Why was my listing removed?

- a. Your listing includes unauthorized use of one of Sakura's trademarks.
- b. Your listing is selling counterfeit products.

2. Why did eBay allow me to post my listing if it violates intellectual property laws?

- a. eBay does not pre-screen auctions.
- b. It is Sakura's responsibility to enforce its intellectual property rights.

3. How did Sakura determine that the product(s) I'm selling is counterfeit and/or infringing intellectual property rights?

- a. Sakura makes the determination after reviewing the images provided in the auction and/or purchasing a sample product for review.
- b. Sakura does not disclose the characteristics of counterfeit goods and ways to identify them. If disclosed, counterfeiters will be able to create more fraudulent goods.

4. Can I sell Sakura branded products even though I am not sure if they are genuine or not?

- a. Innocent intent does not negate liability under state and/or federal trademark laws, the sale of infringing products is illegal and the seller takes full responsibility of his or her action.

Sakura of America is the only authorized importer of Sakura products in the U.S. and Canada. Therefore, you are not authorized to purchase Sakura products in the U.S. from abroad.

5. Can I use Sakura branded logos or properties owned by Sakura to promote my eBay listing?

- a. You may list a good using its title and state that it is a Sakura product only if it is a genuine Sakura product.
- b. However, the texts, images, logos, and videos that appear on Sakura's website(s), social media pages, online and magazine promotions and printed product literature are Sakura's intellectual property and protected under state and/or federal laws.
- c. The use of Sakura's intellectual property without authorization constitutes infringement

6. Can I list an item and claim it is "NOT GENUINE", "NOT AUTHENTIC" or similar words?

- a. No. No matter how you phrase the product, it is illegal to sell counterfeit goods.

7. Can I use Sakura's brands like "Pigma" or "Micron" in my listing title or description even though I am not selling an item made by Sakura?

- a. No. It is trademark infringement, misleading and impermissible to use trademarks such as "Pigma" or "Micron" when there is no legitimate connection between the goods sold and the use of Sakura's trademarks.

8. If I purchase a genuine Sakura product, can I re-sell it on eBay?

a. Yes. It is legal to re-sell a genuine item that you purchased. Also, you may have limited rights to describe the item using its product name and/or Sakura's trademark, subject to the limitations set forth in Paragraphs 5 and 9.

9. Can I sell International versions of Sakura branded products on eBay U.S.?

a. International products may have different labels and requirements to comply with the regulations of each country. The seller must take full responsibility for distributing goods in the U.S. that are intended to be sold abroad.

b. Sakura of America is the only authorized importer of Sakura products in the U.S. and Canada. Therefore, you are not authorized to ship any Sakura products into the U.S. from abroad.

Consumer Buyer-Beware Information:

1. If the price is too good to be true, it probably is.

2. Sakura of America is the only authorized importer of Sakura products in U.S. and Canada, therefore exercise caution when purchasing Sakura products being shipped from outside of the U.S., which is not authorized.