



Savvy Turtle, Inc.

SAVVY TURTLE is a member of eBay's VeRO program. SAVVY TURTLE strictly enforces its intellectual property rights, including but not limited to its trademarks, patents and copyrights.

SAVVY TURTLE has the exclusive right to use its intellectual property, and any use without the express written permission of SAVVY TURTLE is subject to action for infringement.

Savvy Turtle does not permit or authorize the use or sale of any of its intellectual property or other proprietary material on eBay. Savvy Turtle regularly monitors the Internet, including auction sites, in order to protect its intellectual property rights. Unauthorized uses of Savvy Turtle intellectual property or other proprietary material in connection with the sale or offering for sale of any item(s) on eBay will result in our notification to eBay of such use and request removal of the auction. Note that the manufacture, distribution, and/or sale of counterfeit Savvy Turtle merchandise is illegal.

Frequently Asked Questions (FAQ)

Q: Why was my auction terminated?

A: Most likely, your auction was removed from the eBay website because it displayed unauthorized uses of Savvy Turtle intellectual property. However, even if Savvy Turtle does not proceed against an infringing auction, this does not affect the fact that the auction violates federal law.

Q: I scanned an image of Savvy Turtle merchandise from the Savvy Turtle website and pasted the image onto my eBay auction. Is this permissible?

A: No. Any unauthorized reproduction, display or distribution of Savvy Turtle intellectual property is against the law.

Q: If I purchased a legitimate item of Savvy Turtle merchandise, can I re-sell the item on eBay?

A: Yes. It is legal to re-sell a genuine item where the source or origin was from Savvy Turtle, or its authorized dealers, and the item is authorized for sale by Savvy Turtle in the territory or country where you are selling it, such as the sale of genuine Savvy Turtle merchandise you may have bought or have been given as a gift. Please note, however, that you cannot use Savvy Turtle copyrighted photographs to promote the sale of the item. Similarly, you cannot use Savvy Turtle trademarks and logos to make your auction more

appealing. In addition, you cannot produce an unauthorized copy of the legitimate merchandise and offer it for sale.

Q: Can I list an item if I expressly say that it is NOT GENUINE, FAKE, or a KNOCK OFF?

A: No. The manufacture, distribution and/or sale of unlicensed, goods is illegal and a disclaimer regarding the authenticity of goods does not serve to relieve a seller from liability.

Q: Can I use Savvy Turtle logos to make my auction listing more appealing?

A: No. Use of these logos wrongfully implies that your auction is authorized, sponsored, or approved by Savvy Turtle, and dilutes the value of these logos in violation of state and federal trademark laws.

Q: What if I did not realize that I was infringing Savvy Turtle intellectual property rights?

A: Innocent intent does not negate liability under United States copyright or trademark laws. You have a responsibility to ensure that your actions do not violate someone else's intellectual property rights. Before commencing an eBay auction, you must take affirmative steps to ensure that your auction does not violate the rights of any copyright or trademark owner.

Q: How can I determine whether an item for sale on eBay is authentic Savvy Turtle merchandise?

A: The only way to ensure that you are purchasing authentic Savvy Turtle merchandise is to purchase the goods directly from an authorized Savvy Turtle dealer <https://savvyturtle.com/authorized-retailers/> or from the <https://savvyturtle.com/> web site.

Q: Can Savvy Turtle verify the authenticity claims of merchandise for sale on eBay?

A: Savvy Turtle is unable to guarantee the authenticity of any items for sale on eBay. Similarly, Savvy Turtle cannot compensate a dissatisfied buyer who purchased infringing merchandise from an eBay seller who made false claims of authenticity, nor can Savvy Turtle replace the counterfeit merchandise with genuine merchandise. If you believe that an eBay member is selling counterfeit Savvy Turtle merchandise, you may send an email to bptips@savvyturtle.com identifying the seller and the particular auctions in question for Savvy Turtle review.