

# Snap-on Incorporated



Snap-on Incorporated is a leading global innovator, manufacturer and marketer of tools, equipment, diagnostics, repair information and systems solutions for professional users performing critical tasks. Products and services include hand and power tools, tool storage, diagnostics software, information and management systems, shop equipment and other solutions for vehicle dealerships and repair centers, as well as for customers in industries including aviation and aerospace, agriculture, construction, government and military, mining, natural resources, power generation and technical education.

Copyrights, trademarks, brand names, logos and other intellectual properties owned, controlled or licensed by Snap-on Incorporated, and/or our subsidiaries are protected by U.S and international trademark, copyright and trade dress laws, and all worldwide right, title and interest in and to which are owned and/or licensed by Snap-on Incorporated.

To address our most frequently received questions, Snap-on is teaming up with eBay to educate Ebay sellers about the appropriate use of Snap-on copyrighted and trademark material. Please read below.

## **Why were my eBay listings/auctions removed at Snap-on's request?**

### *Misrepresentation of Warranty:*

With respect to warranty misrepresentations, unless granted in writing, the sale of Snap-on® tools on eBay is not authorized by Snap-on. As such, warranty provisions do not apply to the person who buys our Snap-on® product lines from your eBay listings.

In order to comply:

- You cannot give the buyer the impression that they are entitled to a warranty from Snap-on, and
- You must specifically warn the buyer that he/she may not be entitled to any warranty at all.

From the eBay Policy:

"Do not indicate in your listing that there is a warranty, rebate, or other manufacturer incentive for an item if you are not authorized to offer it or if you are not sure that you are authorized to provide that incentive."

<http://pages.ebay.com/help/sell/compliant-listings.html>

*Brand Confusion:*

Blue-Point® products or other tool brands owned by Snap-on Incorporated or its subsidiaries.

You've offered a Blue-Point® tool (or other branded tool) for sale, but included the SNAP-ON Trademark in the listing title when the tools are Blue-Point® branded products. While Snap-on does own Blue-Point, when you put Snap-on & Blue-Point together in an auction or a tagline it serves to create confusion for the customer and also is a dilution of the brand that you are *not* selling.

*Copyright:*

You may not use any photographs or text from any of our websites, brochures, catalogs or advertisements. You may not advertise in any way as an authorized dealer of our branded products.

Please visit the links below for additional Copyright and Trademark information:

<http://pages.ebay.com/help/policies/copyrights.html>

<http://pages.ebay.com/help/policies/trademark.html>

<http://pages.ebay.com/help/policies/unauthorized-copies.html>

**Feeling singled out?**

While there may be similar listings that have been or are currently listed on eBay, this does not mean that they're acceptable. Please visit the link below to further understand why there may be similar listing on eBay:

<http://pages.ebay.com/help/sell/questions/listing-ended.html>

**Contact Snap-on:**

If you feel that your item should not have been removed, you should not re-list it. Instead, please contact Snap-on Incorporated at ChannelProtection@mm-snapon.com if you have any further questions. Please include your seller name and the listing # on the inquiry.

Thank You,

Snap-on Incorporated