



Telebrands Corp.

Telebrands Corp., located in Fairfield, New Jersey, is the world's leading As Seen On TV company. Telebrands Corp. is also known as BulbHead and overseas as BulbHead International or International Edge and has used its trademarks in connection with a broad range of names and products registered under Telebrands Corp., as the exclusive licensee of intellectual property owned by Bulbhead.com, Bulbhead International, International Edge, Hempvana, LLC, DaVinci CSJ, LLC, DaVinci II CSJ, LLC, and Prometheus Brands, LLC, we are a member of the eBay VeRO Program and is the owner of hundreds of trademarks and patents worldwide. We started enforcing our trademarks and patents on eBay because we received complaints from eBay users who purchased our product under the mistaken impression, they were authentic products.

As an eBay VeRO Program member, Telebrands Corp. reviews items for sale on eBay daily. Telebrands Corp. sells to authorized dealers only and does not sell seconds, damaged goods or "variants". We take great pride in the quality and workmanship of the products we produce and the warranties provided with those products. Authorized retailers of Telebrands Corp. products can be found by visiting www.bulbhead.com, www.telebrands.com www.bulbheadinternational.com www.internationaledge.com. Telebrands Corp. will use eBay's VeRO program to report the listing(s) of any auctions it considers infringes its rights in any territory in which product is offered for sale or delivery. Telebrands Corp. cannot assist in the reinstatement of any auctions or eBay accounts which have been terminated by eBay following a legitimate request by Telebrands Corp. in any territory.

Telebrands Corp. works to ensure that all unauthorized uses of its intellectual property are removed from eBay.

When an auction listing that improperly uses any of Telebrands Corp. trademarks and/or patents comes to its attention, Telebrands Corp. reviews the matter and takes appropriate action. However, because of the high volume of merchandise for sale on eBay, it is difficult to identify and remove every unauthorized item. The fact that others are selling products that infringe Telebrands Corp. intellectual property rights does not give you the right to do so. Similarly, the fact that a product is being sold on eBay is in no way a guarantee that it is a genuine, authorized Telebrands Corp. product.

It is legal to re-sell a genuine Telebrands Corp. product that you purchased, in its original, unaltered form in the territory in which you bought it; however you must ensure you follow eBay's Intellectual Property Policy. You should be aware that selling outside the territory in which you bought the item

can be risky as certain countries and territories have laws prohibiting unapproved parallel trading and, in some countries, prior distributor exclusivity may be in place. For example, items offered for sale to European countries which have not first been put on the market by Telebrands Corp. within the European Economic Area ("EEA") by Telebrands Corp. may infringe Telebrands Corp. rights.

Further, you cannot use copyrighted photographs of Telebrands Corp. products to promote the sale of the item and you cannot produce an unauthorized copy of the genuine product and offer it for sale nor customize a Telebrands Corp. product that modifies any of its trademarks (such as the BulbHead Logo design).

As a seller, you have a responsibility to ensure that your actions do not violate the intellectual property rights of another.

NOTE: If you have other questions, please send to: ip@telebrands.com and provide us with the eBay item number, which appears in the message sent to you from eBay.

Telebrands Corp. contact information is as follows: Telebrands Corp., Attn: Legal Department, BulbHead.com, 79 2 Bridges Rd, Fairfield, NJ 07004, United States

We welcome information on the sale of counterfeit Telebrands Corp. or any of its subsidiaries and or distributor merchandise and keep the identity of our informants strictly confidential.

For information on authentic Telebrands Corp. products, please visit www.bulbhead.com

Information For The Buyer:

Counterfeit products can often be of very high quality and thus it can be difficult for buyers to tell whether products on sale are genuine. Unfortunately, there are many infringing items on eBay and it can be difficult to track them all down and remove them as soon as they are placed on eBay.

Information For The Seller:

If you have had an auction removed, this will be because we have requested this. An infringement will occur even when the use of our logo is coupled with a statement by a seller that the items are not genuine or if it violated eBay's Intellectual Property policies. This will be treated in exactly the same way as any other infringement and we will use our best endeavors to ensure the item is removed. It is an offence to offer, sell or have in possession for distribution, item's that infringe trademark registrations (Trademarks Act 1994).

If you have a query regarding an auction we have removed, please provide details of the auction number, auction description and your eBay user ID and contact us at ip@telebrands.com **Frequently**

Asked Questions (FAQ):

Q: Why was my auction terminated?

A: If one of your auctions has been removed from eBay this is because we believe that it infringes our intellectual property rights. For example, it may be an unauthorized copy of an official

Telebrands Corp. product, or an item incorporating our intellectual property rights, that we do not sell, or licence anyone else to do so.

We have made the decision regarding the authenticity of the item based on the photograph and the description of the product, as well as other less tangible aspects of the auction. We cannot physically see the product listed on eBay, which means we have limited information at our disposal. We work diligently to try to ensure that only items infringing our intellectual property rights are removed.

If we ended your auction, we felt comfortable with our assessment that the item you were selling infringes our intellectual property rights.

Q: Why didn't Telebrands Corp. contact me directly before reporting my auction to eBay?

A: Given the number of Telebrands Corp. items listed on eBay, it would take an even larger commitment of time and resources for Telebrands Corp. to contact each seller individually. Unfortunately, it is not possible for us to do this.

Q: Why was my auction singled out when there are other auctions on eBay that infringe Telebrands Corp. intellectual property rights?

A: Telebrands Corp. would like to remove all infringing auctions from eBay, however given the volume of auctions being sold on eBay, it is extremely time consuming and difficult to remove every infringing auction. The fact that others are selling products that infringe our intellectual property rights **does not** give you or anyone else the right to do so.

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

A: Yes, you can re-sell genuine items that you purchased in their original, unaltered form, without any alterations. However, keep in mind that trademarks, copyrights, patents and intellectual property must use must be authorized.

Q: Can I list an item if I clearly indicate that it is 'Replica', 'Unofficial', 'Knock Off' or 'Fake'?

A: No. Manufacturing, distributing and/or selling unlicensed goods infringes our intellectual property rights and carries civil and/or criminal penalties. Saying the goods are not genuine does not save you from liability (a disclaimer in legal).

Q: Can I use Telebrands Corp. or any of its subsidiary's trademarks, design rights, or copyright material to make my auction look appealing?

A: No. Use of our trademarks, design rights, or copyright material wrongfully implies that your auction is authorized, sponsored, approved, or endorsed by us.

Q: What if I didn't realize that I was infringing intellectual property rights?

A: It is your responsibility to ensure that your actions do not infringe our intellectual property rights. Ignorance or lack of knowledge is not a defense under most intellectual property laws.

Q: How can I determine whether an item for sale on eBay is a genuine product?

A: We cannot guarantee the authenticity of any Telebrands Corp. item being sold on eBay. The only way to ensure that a product is genuine is to buy direct from www.bulbhead.com, www.bulbheadinternational.com or any of our authorized distributors.

Q: Can Telebrands Corp. verify the authenticity claims of products for sale on eBay?

A: We are unable to guarantee the authenticity of any items for sale on eBay. Telebrands Corp. will not compensate any person that purchases counterfeit products from an eBay seller, nor replace such products with genuine products. If you believe that an eBay member is selling counterfeit products, please send an email to ip@telebrands.com identifying the seller and the auction in question. **Q:**

Why does Telebrands Corp. care if I sell a single piece of unauthorized product?

A: We have spent considerable resources in developing and maintaining its reputation and our intellectual property rights. Counterfeit products unlawfully trade off our reputation and cause us reputation and monetary damage. Having built up our reputation over the years, we must take action to ensure that online auctions of counterfeit goods are removed, even by single item sellers. **Q:**

How do I contact Telebrands Brand Protection?

A: Our email address is ip@telebrands.com. For enquiries relating to eBay, please put 'eBay Enquiry' in the subject field.