

# Tiffany & Company

TIFFANY & CO. RIGOROUSLY PROTECTS ITS TRADEMARKS AND COPYRIGHTS

## **BUYER BEWARE:**

**Most of the purported TIFFANY & CO. silver jewelry and packaging available on eBay is counterfeit.**

Genuine, new Tiffany & Co. merchandise is available only through TIFFANY & CO. stores and boutiques, TIFFANY & CO. catalogs and via the web at [www.tiffany.com](http://www.tiffany.com). Tiffany & Co. carefully controls distribution of its high-quality merchandise. Tiffany & Co. does NOT use liquidators or sell overstock merchandise nor do its vendors sell overruns or surplus. Most authentic TIFFANY & CO. silver jewelry is manufactured by Tiffany & Co. in the U.S. None of it is manufactured in Asia. TIFFANY & CO. packaging (the Tiffany Blue Box) is never offered for sale alone by Tiffany & Co., but poor quality copies of the box and felt inserts have become widely available on eBay.

Unfortunately, unscrupulous sellers are auctioning on eBay inferior silver jewelry marked with the TIFFANY & CO. trademarks, whether passing them off as genuine or claiming that they are fake, faux, replicas or look-alikes. Manufacture and sale of these goods in any such case constitutes counterfeiting, a crime and a civil action punishable under federal and state laws with steep penalties.

Tiffany & Co. marketing materials are graphically beautiful, appealing and copyrighted. Unauthorized use of Tiffany & Co. photography and graphics constitutes copyright infringement.

Tiffany & Co. has established a worldwide reputation for jewelry and luxury goods. It has invested significant time, effort and money over more than 150 years to promote its trademarks and trade name TIFFANY & CO. and its renowned packaging, the Tiffany Blue box through copyrighted marketing campaigns. As a result of these efforts, the TIFFANY & CO. trademarks and copyrights have enjoyed widespread fame and recognition throughout the world.

The Company works diligently to protect its reputation for providing the highest quality products and to protect its customers from duplicitous sellers who offer fake merchandise that is inferior to genuine Tiffany & Co. merchandise. Tiffany & Co. files lawsuits worldwide and works closely with law enforcement, the F.B.I., customs and investigative agencies to protect its intellectual property rights.

## **Frequently Asked Questions (FAQ)**

### **Q: Why was my auction suspended/cancelled?**

**A:** Tiffany & Co. has a good faith belief that the merchandise that you posted for auction or sale is counterfeit or otherwise infringes Tiffany & Co. trademarks or copyrights.

### **Q: Why did eBay allow me to post my auction?**

**A:** eBay does not authenticate merchandise before sale. Therefore, bogus merchandise can easily be offered on its site.

**Q: How can I tell if the item I offered or purchased is real?**

**A:** The only way you can be certain that you are purchasing a genuine TIFFANY & CO. product is to purchase it from a Tiffany & Co. retail store, via our website ([www.tiffany.com](http://www.tiffany.com)) or through a Tiffany & Co. catalogue. Tiffany & Co. stores do not authenticate merchandise. A good jeweler or appraiser may be able to do this for you.

**Q: Why can't I use Tiffany & Co. graphics to sell my merchandise?**

**A:** Tiffany & Co. marketing materials are protected under copyright law. Unauthorized use or reproduction is strictly prohibited.