



TouchUpDirect Verified Rights Owner (VeRO) Program

About TouchUpDirect

TouchUpDirect is a leading provider of high-quality automotive and motorcycle touch-up paint products. We specialize in offering paint solutions that match original equipment manufacturer (OEM) colors, ensuring precision and reliability for our customers. As part of our commitment to maintaining the integrity of our brand and products, we actively monitor and protect our intellectual property.

Our Intellectual Property

TouchUpDirect holds intellectual property rights, including but not limited to trademarks, copyrights, and proprietary product content. These rights are protected under applicable laws and include the following:

- **Trademarks:** The "TouchUpDirect™" name, logo, and associated brand marks are registered trademarks owned exclusively by TouchUpDirect. Unauthorized use of these marks, including on counterfeit or unauthorized products, is strictly prohibited.
- **Copyrighted Content:** TouchUpDirect owns original product descriptions, images, manuals, and packaging designs. Reproducing, copying, or using this content without prior authorization constitutes a violation of our rights.

Why Listings May Be Removed

If we report a listing through eBay's VeRO program, it is because it violates our intellectual property rights. Common reasons include:

1. **Unauthorized Use of Our Trademarks:** Listings that use the TouchUpDirect name, logo, or related trademarks without permission.
2. **Counterfeit Products:** Listings offering products that falsely claim to be from TouchUpDirect but are not authentic.
3. **Unauthorized Use of Copyrighted Material:** Listings using our images, product descriptions, or other proprietary content without proper authorization.
4. **Misrepresentation:** Listings that falsely represent a product as being affiliated with or manufactured by TouchUpDirect.

How to Address Removed Listings

If your eBay listing has been removed and you believe it was in error, or if you have questions about how to comply with our intellectual property rights, please contact us at:

info@touchupdirect.com

Please include the following details in your inquiry:

- The eBay listing ID or item number
- A description of the concern
- Your contact information

We will review your inquiry and respond as quickly as possible. Our goal is to ensure that eBay remains a safe marketplace for buyers and sellers while protecting our brand integrity.

Important Note

This page is intended to address TouchUpDirect's intellectual property rights only. For questions regarding eBay policies, please refer to eBay's help pages.