

# Van Cleef & Arpels

The Van Cleef & Arpels saga began with the dynastic marriage of Leon Arpels' daughter, Estelle, to Alfred Van Cleef. Both the Van Cleef and Arpels families were renowned diamond merchants, and in 1906, Estelle's husband joined hands with his brothers-in-law to open a store at 22 Place Vendôme, the epicentre of the jewellery trade. The elegance of their designs and the quality of their jewels made the partnership an instant success. Since then, Van Cleef & Arpels has pioneered the Minaudière, a jewelled vanity case for ladies' cosmetics, patented an ingenious invisible setting for stones known as Le Serti Mystérieux (mystery set), and invented the fabled diamond "zip" among other renowned achievements.

Van Cleef & Arpels is proud of its products and is committed to preserving its tradition of style, quality and craftsmanship. Van Cleef & Arpels sells its products exclusively through a network of boutiques, selected distributors and authorised retailers. Van Cleef & Arpels takes a very stringent attitude vis-a-vis any third parties who have infringed its intellectual property rights, including trade marks, copyright, registered designs, and/or have dealt with counterfeit Van Cleef & Arpels products, both online and offline. Van Cleef & Arpels has filed numerous lawsuits worldwide and worked closely with different law enforcement agencies to protect its intellectual property rights. These measures are not only necessary to protect the integrity of Van Cleef & Arpels but, equally importantly, to protect the interests of consumers.

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

### **Q. Why was my auction shut down?**

A. If your auction has been shut down pursuant to our request, it is because you have infringed the intellectual property rights of Van Cleef & Arpels. This may have been because:

**-the item offered is counterfeit.**

Please refer to the eBay Replica and Counterfeit Items page at <http://pages.ebay.com/help/policies/counterfeit.html> for a more detailed explanation. Van Cleef & Arpels has a zero-tolerance policy in respect of the sale of counterfeit products and in addition to the removal of your auction, repeat sellers of counterfeit products bearing the Van Cleef & Arpels mark may also face legal proceedings initiated on behalf of Van Cleef & Arpels; and/or

**-the item has infringed the registered design and/or copyright of the products of Van Cleef & Arpels.**

Due to the number of registered designs and copyright we have, it is impossible for us to set out all their details and include all the relevant images; and/or

**-you have misused one or more trademarks of Van Cleef & Arpels, such as the following:**

- VAN CLEEF & ARPELS
- ALHAMBRA
- PERLÉE

You can get a broader idea of the designs and trademarks owned by Van Cleef & Arpels by visiting its website at [www.vancleef-arpels.com](http://www.vancleef-arpels.com).

**Q. Can I make any reference to Van Cleef & Arpels and/or use the registered trademarks of Van Cleef & Arpels if I am not selling products belonging to Van Cleef & Arpels, especially when I clearly say that the products are from other brands?**

A. No. Many eBay sellers use the name of Van Cleef & Arpels and/or its trademarks in their auctions simply to get attention from consumers who are looking for authentic items from Van Cleef & Arpels. Any such use is therefore misleading. The use of the registered trademark is only permissible under law by the registered owner of the mark, its authorised entities and/or in relation to goods launched by the aforesaid entities under that mark.

**Q. Why did Van Cleef & Arpels not contact me directly before requesting that eBay shut down my auction(s)?**

A. Given the number of Van Cleef & Arpels items on eBay, it is not possible for Van Cleef & Arpels to contact each seller individually before requesting that eBay shut down the auction.

If you have any further questions after reviewing the above, you may contact us at [vca@ipwizard.com](mailto:vca@ipwizard.com). If however you request information that is already available on this About Me page, you will not receive a response. Due to the volume of emails received, it may take us a couple of weeks to process your request. We ask that you kindly bear with us in the meantime.