



Worldwise was founded in 1990 on idea that if a product worked as good, looked as good and cost the same or less most consumers would rather buy an **eco-friendly** sustainable pet product than not.

We've developed a portfolio of award winning, industry-leading brands that cover a wide range of needs for today's pet and pet parent. Built on the principles of quality, innovation, safety, sustainability and customer satisfaction, our brands lead multiple categories across the pet space.

**Worldwise, Inc is a member of the eBay VeRO Program**, covering all of our brands: SmartyKat®, Petlinks®, TrustyPup®, goDog®, HearDoggy!®, Sherpa®, PoochPlanet®, Kitty Sift®, FurHaven®, Pawcout®. We have many trademarked names that fall under our brands, and we are committed to protecting our copyrights, trademarks, and other intellectual property against unauthorized use. Our name(s), brand names, logos, photographic images, size charts and item descriptions and marketing copy that appear on our website, on our Amazon Brand Stores, and in our catalogs are protected by state, federal and international laws and may not be used without our permission. Worldwise, Inc. periodically monitors the Internet, including auction sites. If an infringement of our

copyrights, trademarks or other proprietary rights is identified on eBay, we will notify eBay and request that the auction be cancelled. The seller will be notified with our contact information. All brands, copy and trademarked names owned by Worldwide, is available for sale only through our direct Internet site located at [www.worldwise.com](http://www.worldwise.com), [www.furhaven.com](http://www.furhaven.com), our Amazon Brand Stores and through our authorized resellers. Additionally, the sale of stolen property is strictly forbidden on eBay and violates state, federal and international laws.

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

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

A: Worldwide, Inc. strictly enforces its copyrights, trademark rights and other proprietary rights against unauthorized use. We believe that your listings on eBay for Worldwide, Inc. merchandise infringes upon our rights. Therefore, we request that eBay remove your listings.

#### **Q: Why hasn't Worldwide, Inc. suspended all auctions selling infringing merchandise?**

A: Worldwide, Inc. vigorously enforces its intellectual property rights. The fact that others may be selling merchandise that infringes upon these rights does not give others the right to do so, nor does it prevent Worldwide, Inc. from ending auctions that are later identified. If you would like to report an auction that you believe violates Worldwide, Inc. rights and has not been suspended, please send the information along with the seller's name to us at [map@worldwise.com](mailto:map@worldwise.com).

**Q: I reported an infringement. Can you tell me what happened?**

A: Worldwide, Inc. treats each situation confidentially and does not report back to third parties.

**Q: Why didn't Worldwide, Inc. contact me directly before reporting my listings to eBay?**

A: The number of listings that are investigated on a daily basis does not allow the time to contact each seller.

**Q: Can I use the Worldwide Inc. brand logos, or properties owned by Worldwide to spice up my auction listing?**

A: No. Use of these logos on your auction wrongfully implies that your auction is authorized, sponsored, or approved by Worldwide, Inc. and dilutes the value of these logos, in violation of state and federal trademark laws