

# Z Produx Inc.



In 2009, Zena Shteyssel needed a way to streamline her makeup kit, so she invented the Z Palette. At that time, makeup palettes had wells and no clear windows. She designed the Z Palette so you could see and hold any brand or size of makeup. And Z Palette grew into the business that it is today. We are the authority in makeup organization and customization. We save lives by saving time and revealing beauty.

## **Our mission:**

- Protect our customers from counterfeit product listings and false representations.
- To diligently protect the Z Palette Brand, our reputation and consumer goodwill.
- To conform to Government and Regulatory policy and ensure that our goods meet the standards required for customer purchase and consumption in the region where sold.

Our product development expertise combined with the insight and knowledge of leading makeup practitioners from around the world has enabled us to pioneer a number of breakthrough developments such as: see-through (clear) window, open magnetic base, fold-back lid, induction technology, depotting, etc. In particular, we have focused our attention on providing solutions for makeup organization, customization, and simplification. Z Palette is a committed member of the eBay Vero Program and owns trademarks, copyrights, and patented materials in a number of brands worldwide. We are determined to protect our intellectual property rights in the most effective way possible. Consequently, we have developed the following guidance to help ensure that eBay users do not infringe upon the intellectual property rights of Z Palette.

## **Trademark Infringement**

Z Palette is the legal owner and proprietor of the Z Palette, Z Potter, Z Produx and other trademarks in numerous jurisdictions throughout the world including, but not limited to, the UK, the EU and the US. Z Palette is entitled to take legal action against any unfair use of our intellectual property, rightfully and lawfully, and to prohibit others from using our trademarks in connection to the same or similar goods and/or services being offered in the jurisdictions covered by our trademarks. Unlawful use of Z Palette trademarks risks exposing our consumers to products which have not been subjected to our rigorous quality control and testing processes, and damages our reputation for quality and reliability that we

have cultivated over a number of years. For these reasons, we take any unauthorized use of our trademarks seriously and any infringing listing will be reported to eBay.

### **Copyright Infringement**

Z Palette and Z Produx own copyrights in photographs and other images displayed on our official Z Palette websites or on authorized retailer sites or in authorized published marketing materials. Z Palette operates primarily from the official site located at [www.zpalette.com](http://www.zpalette.com), from which it is unlawful to use, without prior authorization, any copyrighted materials owned or published by Z Palette. Anyone using Z Palette copyrighted materials (including, but not limited to, photographs and other images found on the Z Palette website or any authorized dealer or retail partner website) without authorization may be breaching Z Palette's intellectual property rights, which may in turn lead to eBay listings being reported and appropriate action taken for copyright violations.

### **Patent Infringement**

Z Palette and Z Produx own patents in our products, specifically the Z Palette and the Z Potter, among others. Any unlawful use of our patent technology on any and all of our products without explicit and clear authorization from Z Palette or Z Produx or Z Potter constitutes a breach of Z Palette's intellectual property rights, which may in turn lead to the offending product(s)/listing(s) being reported and appropriate action taken as well as lead to the offending party being subject to court action.

### **To eBay Buyers:**

Z Palette is committed to providing quality solutions to help makeup professionals and beauty lovers organize their makeup so they can enjoy their lives. We manufacture and sell our products through a secured supply chain. Products purchased through unauthorized dealers are not guaranteed by Z Palette, nor will we honor promotions or returns from unauthorized dealers. The only way you can be certain that you are buying genuine and compliant products is to buy from Z Palette or from one of its authorized dealers.

To learn more about how to avoid the risks of unsafe products, please visit [Z Palette.com/realzpalette](http://ZPalette.com/realzpalette). To eBay Sellers, Z Palette does not tolerate sales of counterfeit and non-compliant products. Z Palette may request eBay to remove listings for any one of the following reasons:

- Sale of counterfeit Z Palette products
- Use of Z Palette trademarks or copyrighted materials without authorization
- Sale of Z Palette products that breach local regulatory requirements, such as products that do not meet requirements for sale in the US market.
- Sale of products that violate Z Palette patents

### **Frequently Asked Questions**

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

**A:** We cannot permit the infringing use of any of our intellectual property on eBay. The trademark laws and patent laws require that a trademark and/or patent owner prevent unauthorized or potentially confusing uses (or misuses) of its trademarks and patents. This is to ensure that customers are not confused, and also helps to prevent generic uses of valuable marks and patents, as well as dilution, disparagement, or other diminishment of

goodwill and reputation. We ask that eBay users respect our rights and please seek counsel before engaging in any activity that might violate our trademark rights, patent rights, or those of any other intellectual property owner.

**Q: Why was my auction singled out when there are similar items still for sale on eBay?**

**A:** We request that any auctions/listings that contain infringements of our intellectual property are removed from eBay as soon as possible. However, given the popularity of our brands, it is difficult to immediately identify and remove every infringing item. If we have not yet acted against an infringing auction, it simply means we haven't gotten to those listings yet.

**Q: Why did eBay allow me to post my auction if it is infringing a Z Palette trademark?**

**A:** eBay does not pre-screen auctions or verify that a seller has the right to sell any specific item.

**Q: How can I make sure my listing is non-infringing?**

**A:** The easiest way to make sure your listing is non-infringing is to avoid using any of our trademarks or patents, or any confusingly similar variations of them, in the title or description of your listing, or in production of your product.

For more information about our brands and products, please visit <https://www.zpalette.com>