

Burlen Limited

Burlen Limited of Spitfire House, Castle Road, Salisbury, Wiltshire SP1 3SB are the registered holders of several trademarks including but not limited to AMAL, SU, ZENITH CONCENTRIC, MONOBLOC, BURLLEN, AUSTIN.

## FREQUENTLY ASKED QUESTIONS

Q: Why has my auction been removed?

A: Burlen Limited is committed to the strict enforcement of its trademarks and other intellectual property rights. The removal of your auction has been requested because Burlen Limited and/or its agents have a good faith belief that the goods you were offering for sale are counterfeit or otherwise infringes its trademarks and thus is in violation of the law. Please note that the offer of genuine goods for sale in certain countries where they are not authorised to be sold by the trademark owner still constitutes trademark infringement.

Q: How did Burlen Limited determine that my auction offered for sale goods that were counterfeit or otherwise infringing?

A: This determination was based upon the photograph(s), title of the auction and the description of the goods that you have provided.

Q: Why was I allowed to post my auction if it violates the law?

A: Unfortunately, eBay maintains that it cannot conduct a comprehensive pre-screening process to account for such violations. Therefore, the ability to post such auctions of infringing goods does not mean that the sale of such goods is legal, authorised or that it does not infringe Burlen Limited trademarks.

Q: Can I use a Burlen Limited owned trademark in an auction heading or subtext if I am not selling a Burlen Limited item?

A: No. Burlen Limited maintains registered trademarks in its name. This prohibits the unauthorised use of our marks in relation to goods/services that do not originate from Burlen Limited. Therefore, it is both misleading and infringing to use our trademarks in an auction title or description because such use may attract buyers who are searching for authentic Burlen Limited goods. Additionally, courts have held that this confusing practice of enticing buyers is a form of trademark infringement, even though consumers may ultimately realise the goods offered for sale in an auction do not originate from Burlen Limited.