

# Trademark listing policy tutorial

## Welcome

We've put together this tutorial to help you create listings that follow the rules. In the next several pages, you'll find out:

- When you can use a brand name in your listing without breaking eBay policies
- When you can use a logo in your listings without breaking our rules
- What you should do for your listing description, text, and pictures
- What to do when the item is still under the manufacturer's warranty or is eligible for extra services

Here's a quick overview of our policies:

### **Brand names**

You can include a brand name in your listing as long as it's the brand of the actual product you're selling. Our policies prohibit sellers from putting other brand names in their listing just to have it show up in search results.

### **Logos, pictures, and text**

Be sure to use your own logos, pictures, and text in your listing or, if not, make sure you have the owner's permission or the right to use someone else's content.

It's usually OK to use information from the packaging or the manufacturer's website (such as size, weight, or other item specifications) that's necessary to describe a product and simply can't be said in any other way.

### **Manufacturer warranties**

If you sell items that come with a warranty, check the manufacturer's terms and conditions first and be sure to provide accurate and complete details in your listings. Note that in some cases, you may not be able to state that the item is under warranty unless the manufacturer has authorized you to do so.

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There are 8 questions in this tutorial. Each question covers a possible scenario and has examples of what sellers can and can't put in a listing.

The whole thing should take about 15 to 20 minutes.

[Get Started](#)

# Trademark listing policy tutorial

## Question 1 of 8

When you create a title and a description for your listing, you can specify your item's brand name and manufacturer. But you can't mention brands that you're not actually selling in that listing because that's against our policies.

### Question

Let's say, for example, that you want to sell a Nokia phone that's similar to an iPhone and a BlackBerry. Which of the following titles are you allowed to use?

- a. Nokia N96, iPhone, BlackBerry Curve
- b. Nokia N96 like iPhone and BlackBerry
- c. Nokia N96 phone

Submit

### Answer

That's right!

The title should only include information about the item for sale.

Remember that you can't put details about similar brands in your title or description.

Click **Next**.

## Trademark listing policy tutorial

### Question 2 of 8

To describe accessories that work with certain brand-name products, eBay policies require that you use the words "compatible with," "fits," or "for" before the brand name. This applies to both the title and the description in a listing.

#### Question

For example, if you want to list Sony earphones that work with all iPods, which of the following are you not allowed to include in your title or description?

- a. iPod earphones for all versions
- b. Sony earphones for all iPods
- c. Sony earphones compatible with all iPods
- d. Sony earphones fits all iPods

Submit

#### Answer

That's right!

Options B, C, and D are acceptable ways to describe this item because each one uses the required words "for," "compatible with," and "fits" before the brand name.

Click **Next**.

## Trademark listing policy tutorial

### Question 3 of 8

If you sell something that you made, like stuffed animals, hats, and so on, eBay policies require you to describe it using your own original or descriptive name. You can't mention or compare it to established brands, even if it's similar to that brand.

#### Question

Let's say, for instance, that you want to sell homemade stuffed animals that look like Beanie Babies. Which of the following names can you use in a listing?

- a. Beanie Babies
- b. Beanie Toddlers
- c. Beanie stuffed animals
- d. None of the above

Submit

#### Answer

That's right!

To be safe, you should not use any of these descriptions because they talk about a brand name (Beanie or Beanie Babies) that isn't actually the brand you're selling.

Click **Next**.

## Trademark listing policy tutorial

### Question 4 of 8

If you have permission to use a company's logo, you can put it in your listing. If not, you can't include it. Doing so could infringe the company's trademark.

#### Question

Certain products (such as bags, clothing, shoes, and so on) are designed with a brand logo where it's actually imprinted on the item. If you sell something like that, which of these things is allowed on eBay?

- a. In my Coach handbag listing, I included a picture I took of the handbag that clearly shows the Coach logo.
- b. I can insert a Coach logo that I found online in my listing without the company's permission.

**Submit**

#### Answer

That's right!

It's OK to include pictures you took yourself showing product details like the logo.

Click **Next**.

## Trademark listing policy tutorial

### Question 5 of 8

To avoid copyright or trademark infringement, always write your own item descriptions and take your own pictures. Don't copy or take text, pictures, or any other information from someone else's website without getting their permission first.

#### Question

When you list an item on eBay, which of the following actions is OK?

- a. Copy the manufacturer's product description from its website.
- b. Copy the logo from the company's website and paste it in your listing.
- c. Copy a picture of the product from the company's website and paste it in your listing.
- d. Describe the item in your own words and include pictures you took yourself.

Submit

#### Answer

That's right!

Always write your own descriptions and take your own pictures.

Never copy a manufacturer's or anyone else's product descriptions or pictures in order to avoid copyright or trademark infringement.

Click **Next**.

## Trademark listing policy tutorial

### Question 6 of 8

Although you can't copy someone else's listing description, you can state facts about an item that may be similar to the way other people have stated them. For example, you can include technical specifications like size and weight in your listing description.

#### Question

For your listing, you wrote your own description and included pictures that you took yourself. Part of your description has technical details about the product (size, weight, and so on) that you copied from the manufacturer's website. Is this against the law or against eBay policies?

- a. Yes
- b. No

Submit

#### Answer

That's right!

As long as you write your own description and take your own photos, it's usually OK to use factual information like size and weight from the manufacturer's website, product manual, or other materials.

Click **Next**.

## Trademark listing policy tutorial

### Question 7 of 8

If you sell items that come with a warranty, check the manufacturer's terms and conditions first and be sure to provide accurate and complete details in your listings. Note that in some cases, you may not be able to state that the item is under warranty unless the manufacturer has authorized it.

#### Question

Let's say, for example, that you're selling a new, unopened Canon camera and including info about the manufacturer's warranty to make it more desirable. But you're not sure about the details. Which of the following statements can you put in your listing?

- a. New Canon camera with warranty
- b. New Canon camera, 1-year? warranty
- c. New Canon camera unopened box, warranty
- d. New Canon camera unopened box

Submit

#### Answer

That's right!

Not putting the warranty info is the right way to go if you don't know the details.

If you want to include this info, make sure it's consistent with the terms and conditions that are actually stated on the warranty paperwork or ask the manufacturer.

Click **Next**.



## Trademark listing policy tutorial

### Question 8 of 8

Before you mention a manufacturer's warranty, rebate, or other extras that involve or may be offered by the manufacturer, you have to make sure these extras can be transferred to the buyer (the new owner) with the item you're selling.

#### Question

Let's say that you want to sell a new Cuisinart coffee maker that comes with a mail-in rebate. But you don't have time to read the fine print on the rebate form before listing the item. Which of the following statements can you include in your listing?

- a. New Cuisinart coffee maker with cash back
- b. New Cuisinart coffee maker with rebate
- c. New Cuisinart coffee maker with \$50 mail-in rebate
- d. New Cuisinart coffee maker

Submit

#### Answer

That's right!

Not putting info about the rebate in the listing is the right way to go if you don't know the exact terms and conditions of the rebate.

If you want to add this info, be sure to ask the manufacturer what you can state about the rebate before you resell the item.

Click **Next**.

# Trademark listing policy tutorial

## Thank you for taking the tutorial!

When listing items on eBay, just remember to follow these guidelines:

For brand names:

- Accurately describe only what you have for sale. You can't mention brands that you're not actually selling in that listing.
- Use the words "compatible with," "fits," or "for" to describe accessories that work with certain brand-name products.
- For homemade items, be sure to describe them using your own original or descriptive names. And to avoid trademark infringement, remember not to use someone else's brand name.

For logos, pictures, or text:

- Only use a company's logo if you have permission to do so.
- Use your own photos or, if not, make sure you have the owner's permission or the right to use a photo taken by someone else.
- Don't use pictures or text from websites or from any other eBay user in your listing unless you have the owner's permission or the right to do so.
- It's usually OK to use information from the packaging or the manufacturer's website (such as size, weight, or other item specifications) that's necessary to describe a product and simply can't be said in any other way.

For a manufacturer's warranty:

- Before mentioning a manufacturer's warranty, rebate, or other extras, make sure it can be transferred to the buyer (the new owner).
- For items that come with a warranty, don't mention the warranty in your listing unless you're sure that it's transferable to the buyer. If it is, be sure to provide accurate and complete details of the terms of the warranty in your listing.

Thanks again for your time.

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