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.

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.

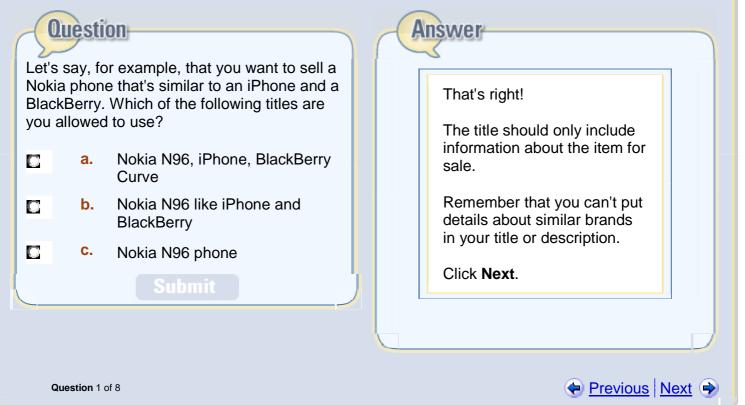
The whole thing should take about 15 to 20 minutes.

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 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.

For	Question example, if you want to list Sony	(Answer
earphones that work with all iPods, which of the following are you not allowed to include in your title or description?			That's right! Options B, C, and D are
	a. iPod earphones for all versions		acceptable ways to describe this item because each one
C	b. Sony earphones for all iPods		uses the required words "for," "compatible with," and "fits"
۵	 Sony earphones compatible with all iPods 		before the brand name.
	d. Sony earphones fits all iPods		
	Submit		
	Question 2 of 8		Previous Next

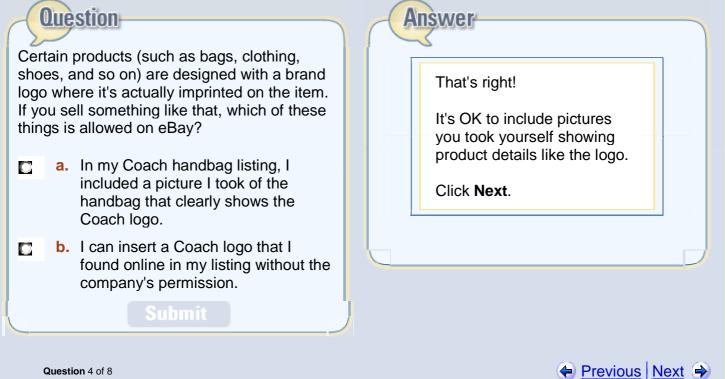
Question 3 of 8

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.

 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 	Inat'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.
Question 3 of 8	Previous Next

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 4 of 8

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?	Answer That's right!
 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. 	Always write your own descriptions and take your own pictures.
 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 	Never copy a manufacturer's or anyone else's product descriptions or pictures in order to avoid copyright or trademark infringement.
and include pictures you took yourself.	Click Next.

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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.

 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 	Inat'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.
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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.

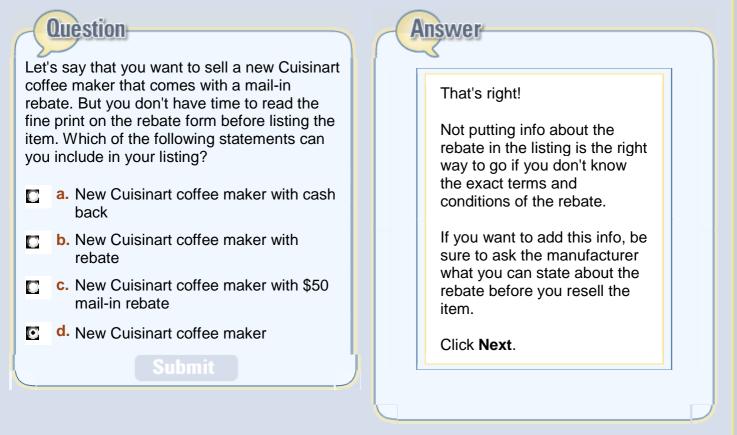
Question	Answer
Let's say, for example, that you're sell new, unopened Canon camera and in info about the manufacturer's warrant make it more desirable. But you're no about the details. Which of the followi statements can you put in your listing	That's right! That's right! Not putting the warranty info
a. New Canon camera wi warranty	ith If you want to include this info, make sure it's consistent with
b. New Canon camera, 1 warranty	are actually stated on the
C. New Canon camera ur box, warranty	nopened warranty paperwork or ask the manufacturer.
d. New Canon camera ur box	nopened Click Next.
Submit	

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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.



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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.

Back to eBay