

BG Soflex LLC

BG Soflex LLC is a USA-based company founded in 1999, specializing in the creation, design, manufacture and supply of automotive and industrial Engine Control Systems (generic names of EMS, ECU). BG Soflex LLC. Is a member of the eBay VERO Program and owns trademarks, copyrights, and patents for the product lines MegaSquirt®, MicroSquirt®, and PicoSquirt product lines. BG Soflex LLC invests significant financial resources to protect its intellectual property and have developed this information page to help educate eBay users and resellers regarding auctions that infringe upon the intellectual rights of BG Soflex LLC. BG Soflex LLC patents, trademarks, and copyrights are protected under U.S. and international laws.

To protect our customers, dealers, and distributors, BG Soflex LLC consistently monitors eBay and the Internet for our trademark names “MEGASQUIRT” and “MICROSQUIRT”, and we ensure that customers will receive only authorized and licensed BG Soflex LLC products sold by BG Soflex LLC authorized dealers and distributors who have invested time and money in promoting and servicing BG Soflex LLC products.

We also monitor Ebay for the illegal use of our images in auctions. Use of our images is restricted on Ebay only to BG Soflex LLC authorized Ebay resellers.

BG Soflex will request eBay VERO (Verified Rights Owners) Program to review any auction which appears to infringe in one or more of the following patent, trademark or copyright:

1. Image used in auction is copyrighted by BG Soflex LLC.
2. Item is not a BG Soflex LLC product but has BG Soflex, LLC logo or name, or duplicates the electronic circuitry or firmware of a BG Soflex LLC product. This includes auctions, which specify that the non-BG Soflex item “MegaSquirt” or “MicroSquirt” in the title of the auctions.

3. Item is not a BG Soflex LLC product but has the BG Soflex LLC trademark in the description and/or title of the auction. This includes auctions using qualifiers such as “not”, “like”, “style”, etc.

Frequently Asked Questions (FAQ):

Q: *Why was my auction terminated?*

A: Most likely, your auction was removed from the eBay marketplace by BG Soflex LLC for one or more of the following reasons:

1. Offer for sale of counterfeit MegaSquirt® or MicroSquirt® products or accessories;
2. Unauthorized use of BG Soflex LLC copyrighted images or text;
3. Shipment policies in violation of BG Soflex international trade agreements;
4. Misrepresentation of BG Soflex product capabilities or implied warranty;
5. Improper or implied use of BG Soflex products that result in violation of EPA or CARB rules, or other international laws.

Q: *Why was my auction singled out where there are other infringing auctions underway on eBay or other marketplaces of BG Soflex products?*

A: BG Soflex LLC monitors eBay auctions and other marketplaces, and is diligent in the removal of all unauthorized uses of its intellectual property. While it is our intent to remove all infringing products, new listings are added at a rate which can take time to address.

Q: *How do I tell the difference between a counterfeit and genuine BG Soflex product?*

A: The vast majority of counterfeit products we have encountered are of poor quality and pose a significant risk to property, and they do not offer any means of support. The way to be certain that you purchase a genuine BG Soflex product is to buy directly from BG Soflex authorized resellers.