

## Buck Knives, Inc.

Buck Knives, Inc. is a worldwide market leader in providing high performance sports cutlery and multi-purpose tools of uncompromising quality. Our products are designed to create pride of ownership and enhanced experiences for outdoor enthusiasts, do-it-yourselfers, those who use knives/tools in their work, light duty users and collectors.

Buck Knives has the legal responsibility to enforce its trademark and copyright rights. This page is to educate eBay users about auctions that infringe the intellectual property rights of Buck Knives. The manufacture, distribution, and/or sale of counterfeit Buck Knives product is illegal and carries criminal penalties. Any unlicensed use of Buck Knives' intellectual property is a violation of our exclusive rights and may cause confusion among customers as to the source of the goods. You may not copy or link to any logos, pictures or descriptions from our website, [www.buckknives.com](http://www.buckknives.com), without our written consent.

Generally, when we talk about Buck Knives trademarks, we are referring to BUCK KNIVES, our "B-Anvil", and our logo seen below:



However, Buck Knives, Inc. also has trademark rights in many other wordings and logos, including BUCK (by itself) BUCK KNIVES (by itself), Buck Knife, Folding Hunter, est. 1902, various product names, product markings, slogans, technologies and processes, etc.

"Buck" and "Buck Knives" are company-specific brand names that are properly used only in connection with products actually made or licensed by Buck Knives, Inc. Use of these terms in connection with the products of others misleads consumers and infringes Buck Knives' valuable trademark rights.

As a VeRO program member, Buck Knives reviews items for sale on eBay daily. Buck Knives takes great pride in the quality and workmanship of the products we produce and our famous Forever Warranty of those products. Authorized resellers of Buck Knives products can be found by visiting <https://www.buckknives.com/dealer-locator/>. Buck Knives uses eBay's VeRO program as well as other third party services to report the listing(s) of any auctions it finds to have infringed on its rights pertaining to intellectual property. Buck Knives cannot assist in the reinstatement of any auctions or seller accounts that have been terminated due to infringement reporting through the VeRO program following a legitimate request by Buck Knives.

A note to Buyers:

**The only way to ensure that you are buying an authentic Buck Knives product is to purchase it directly from Buck Knives or through an authorized Buck Knives reseller. The fact that a product is being sold on eBay is in no way a guarantee that it is a genuine, authorized Buck Knives product.**

### **Know the Law**

It is illegal (and in most cases a criminal act) for anyone to create trademark-bearing goods intended for resale without permission directly from the trademark owner. There are no exceptions. It is also illegal to resell such goods, even when they have been purchased in good faith from someone else. Therefore, if you are purchasing goods for resale, you should make sure that you can legally resell them, beyond merely taking the word of the person you purchased them from. Your seller may not know that the goods are counterfeit, but even if the seller does know, he or she could have a vested economic interest in misleading you.

Note that making minor changes to the shape of a logo or changing the words inside of a logo does not change this. There is no “percentage of change” that creates a safe harbor for unauthorized use of trademarks.

### **Know How Genuine Buck Knives Goods Are Distributed**

Buck Knives sells its knives, sheaths, accessories and clothing *only* through its authorized distributors and resellers or directly from the factory.

In addition, our authorized distributors and resellers are not permitted to sell to jobbers, brokers, and other *wholesale* sources, or to people who sell solely on the Internet. There are very few products available at wholesale to non-dealers, and you should be suspicious of an offer to sell so-called “Buck Knives” products to you at wholesale. Before you invest a lot of money in inventory you won’t be permitted to sell, *investigate the source*. Keep in mind at all times that the people trying to sell you products are highly motivated to make the sale and do not have your best interests in their minds. Don’t merely take their word that the goods are claimed to be authorized.

### **Know What to Look For**

There is no single piece of information that will help you avoid being deceived by counterfeit goods. Genuine products are rarely sold loose and without packaging of some sort. Keep in mind that something that appears too good to be true— probably *is* too good to be true. Since Buck Knives authorized distributors and resellers are the only ones who can buy direct, they’re also generally the only ones who can give you a true “bargain.”

### **FAQ’s**

#### **Q: *Why did my auction get removed?***

A: Your auction was removed because we believe that the item being sold was counterfeit and/or infringes on our intellectual property.

#### **Q: *Why wasn’t I told directly by Buck Knives prior to my auction being removed?***

A: Due to the high number of violations, it is not practical for us to contact every seller directly.

#### **Q: *Why did eBay let me list my item for sale if it is counterfeit?***

A: It is impractical to pre-screen all items submitted to eBay for sale. As such, the ability to post auctions that violate our intellectual property are allowed to be listed and are only detected after the auction has been listed.

#### **Q: *How did Buck Knives determine that the products in my auctions are counterfeit?***

A: Unfortunately, we do not disclose the specific ways in which we identify counterfeit products. Giving too much information allows counterfeiters an opportunity to further produce counterfeit goods that are harder to detect.

**Q: *What if I didn't know that I was infringing on Buck Knives' trademarks?***

A: Innocent intent does not negate liability under state, federal and international copyright and trademark laws. As a seller, you have the responsibility to ensure that your actions do not violate the intellectual property rights of another.

**Q: *Can I still list my items if I explicitly state it is "Fake", "Copy", "Clone", "Buck-like", "Not a Buck" or any similar phrase?***

A: No. Disclaimers regarding the authenticity of goods do not satisfy state, federal and international copyright and trademark laws.

**Q: *Can I use Buck's logo or other images owned by Buck Knives in listings of authentic Buck Knives products?***

A: Unfortunately, no. Buck Knives does not authorize its resellers to sell on eBay, and as such, we do not allow the use of our logos or other images.

**Q: *Why was my auction singled out? There are several other sellers selling the same items!***

A: We work very hard to be sure that a majority of auctions offering infringing products are removed from eBay. However, given the extremely high volume of products that are offered for sale, it is almost impossible to identify and remove every single auction.

If you have other questions, please send them

to: [brandprotection@buckknives.com](mailto:brandprotection@buckknives.com) **Responses will address questions not answered above.**