

Coach, Inc.

Founded in 1941 as a small family-run leather workshop, Coach remains dedicated to producing quality merchandise today. Because Coach takes great care and pride in every Coach product, we are committed to protecting our copyrights, trademarks and other intellectual property from counterfeiting and other unauthorized uses.

The only authorized distributors of Coach merchandise are:

- Coach Stores
- Coach Factory Stores
- www.coach.com
- www.coachfactory.com
- Authorized Department Stores (Please see store locator function of www.coach.com for more information regarding authorized department stores.)

BUYER BEWARE

Many items offered for sale on eBay are counterfeit. Coach, Inc. **will not** authenticate any item purchased on eBay and will make no representations as to its authenticity. The only way to guarantee authenticity is to purchase your Coach product from an authorized distributor, as listed above.

COUNTERFEITS

Below are common questions about eBay and counterfeits. Should you have any additional questions or would like to report the sale of Coach counterfeits on eBay or at another location, please contact us at Counterfeits@coach.com or 1-877-7TURNLOCK (1-877-788765625).

Thank you for your interest in Coach and the Coach brand. We appreciate your continued support and assistance with combating the sale of counterfeit Coach merchandise.

FAQs

Q: Why was my auction terminated or suspended?

A: Your auction was terminated by eBay, because it is believed your item is either a counterfeit item or that your item is infringing Coach's intellectual property.

Q: Why didn't Coach contact me directly to alert me of the infringing items?

A: Due to the high number of auctions and eBay's VeRo program procedures, it is impractical to contact each seller directly.

Q: Why does eBay allow these auctions to be posted if they are against the law?

A: eBay has stated that they cannot conduct a comprehensive review of every auction before it's posted. Unfortunately, this enables unscrupulous individuals to post counterfeit Coach merchandise for sale, in violation of eBay's own policies, as well as federal and state laws. eBay will take action once an auction is posted if it is reported as a counterfeit or infringing item.

Q: Will Coach verify the authenticity of merchandise purchased on eBay?

A: No. Coach is under no obligation to verify the authenticity of merchandise purchased on eBay, nor will Coach compensate a buyer who unknowingly purchased a counterfeit item on eBay. The only way to guarantee authenticity of a Coach product is to purchase the items from authorized Coach distributors.

Q: Why does Coach care if I sell a single piece of counterfeit or knock-off Coach merchandise?

A: Coach has a zero tolerance policy for the sale of counterfeit goods. Counterfeit Coach merchandise is of an inferior quality and does not come with the same warranties and guarantees as authentic Coach items. Counterfeit Coach merchandise harms Coach, but it also hurts the economy. According to a study by the International Anti-counterfeiting Coalition, counterfeiting costs US businesses 200 to 250 billion dollars a year and is responsible for the loss of more than 750,000 American jobs. Additionally, the federal government has reported links between the sale of counterfeit merchandise and terrorism.

Q: Why was *my* auction removed while many other auctions selling Coach items for sale remain active?

A: Your auction was merely one of many cancelled during a routine search. Due to the volume of items offered and the way eBay works, however, it is impossible to cancel every infringing Coach auction.

Q: I believe the item I'm offering for sale is authentic Coach merchandise. How can I tell?

A: The only way to ensure you have purchased authentic product is to purchase it directly from Coach's website or an authorized retailer found at www.coach.com.

Q: What if I was unaware the merchandise I was selling was not authentic Coach merchandise?

A: It is YOUR responsibility to ensure that your activities do not in any way violate the intellectual property rights of others. Ignorance of the law or lack of intent is not a defense to trademark violations.

Q: Can I list an item if I expressly say that it's "Coach Inspired," "Not Genuine," "Fake" or a "Knock Off"?

A: No. The manufacture, distribution and/or sale of counterfeit goods is illegal. A disclaimer about the authenticity of goods does not serve to relieve a seller from liability.

Q: Can I use the word 'COACH' in an auction heading even though I'm not selling a COACH item?

A: No. Courts have held that this confusing practice of enticing buyers, referred to as "initial interest confusion" is a form of trademark infringement, even though consumers may ultimately realize the goods offered for sale in an auction do not originate from Coach. This practice is an attempt to exploit the goodwill associated with the COACH name and will not be tolerated.

Q: Can I use an image from Coach's website on my auction using copy and paste?

A: No. Any unauthorized use of images from the Coach website is impermissible and will result in the auction or the account being suspended or cancelled.

Q: If I promise not to sell counterfeit Coach items again, can you have my eBay account reinstated?

A: We have no control or influence over eBay's policies and cannot assist eBay users who have had their accounts suspended or cancelled. Reinstatement is entirely at eBay's discretion.

Reporting Counterfeits:

http://www.coach.com/online/handbags/genWCM-10551-10051-en-/Coach_US/CustomerService/ReportingCounterfeits/