

# Fort Worth Stock Show & Rodeo

Southwestern Exposition and Livestock Show dba Fort Worth Stock Show & Rodeo is a member of eBay's Verified Rights Owners (VeRO) Program.

With over 120 years of tradition, the Fort Worth Stock Show & Rodeo is the oldest, continuously running indoor livestock exposition show and rodeo in the United States. As owner and operator of the Fort Worth Stock Show & Rodeo, Southwestern Exposition and Livestock Show takes great pride in having established an unparalleled annual event that draws contestants and spectators from around the world.

Southwestern Exposition and Livestock Show has expended considerable resources to establish and maintain its reputation, and it is important that Southwestern Exposition and Livestock Show protect its reputation. Unauthorized use of Southwestern Exposition and Livestock Show's intellectual property can severely damage the reputation it has worked so hard to build and maintain. By way of example, Southwestern Exposition and Livestock Show owns the following trademarks "Fort Worth Stock Show & Rodeo™", "This Thing Is Legendary®", "World's Original Indoor Rodeo®", "Moos Brothers®", and "Hoss and Elwood®". Unauthorized use of Southwestern Exposition and Livestock Show's intellectual property is damaging to its reputation and dilutes the value of its intellectual property, and therefore, Southwestern Exposition and Livestock Show works diligently to stop unauthorized uses of its intellectual property.

Southwestern Exposition and Livestock Show enrolled in eBay's VeRO program to put a stop to unauthorized use of its intellectual property through eBay. Unauthorized use of Southwestern Exposition and Livestock Show's intellectual property on eBay includes (but is not limited to) affixing its trademarks or copyright-protected designs to apparel or other products without first obtaining Southwestern Exposition and Livestock Show's written permission. When an unauthorized use of Southwestern Exposition and Livestock Show's intellectual property comes to our attention, we review the matter and take appropriate action, including notifying eBay and requesting that eBay remove the unauthorized use from its site, and in situations that warrant further action, Southwestern Exposition and Livestock Show may seek additional remedies under civil and criminal laws.

If you are interested in selling products bearing Southwestern Exposition and Livestock Show's intellectual property, please contact us at P.O. Box 150, Fort Worth, Texas 76101 or 817-877-2400. We are happy to answer questions concerning the use of Southwestern Exposition and Livestock Show's intellectual property or to assist you in determining whether product is genuine or counterfeit.

Thank you for taking the time to read this information.