

G. Loomis, Inc.

As one of the leading producers of some of the world's finest fishing rods, G. Loomis continues to invest significant financial resources to progress and protect its intellectual property. The G. Loomis Trademark has been used for Conventional and Fly Fishing Rods, clothing, and equipment. In an effort to provide eBay users with information about auctions that infringe upon the intellectual property rights of G. Loomis, we are supplying this communication.

Trademark Infringement

- G. Loomis is an eBay VeRO Program member (Verified Rights Owner)
- G. Loomis conducts daily reviews of items for sale on eBay.
- G. Loomis sells to only authorized dealers.
- G. Loomis reports the listing(s) of any auctions it considers an infringement.
- Items reported by G. Loomis as unauthorized uses of its intellectual property are removed from eBay.

Due to the high volume of merchandise listed on eBay, challenges exist in identifying and removing every unauthorized item. The fact that some sellers may succeed in merchandising products that infringe G. Loomis' intellectual property rights does not permit you to do so.

Copyright Infringement

Using any kind of display or image of copyrighted materials from G. Loomis requires the express written permission from G. Loomis. Without the express written permission from G. Loomis, the listing will be removed. The following cannot be used in any form and will result in removal of your listing:

- Photographs or images or audiovisuals from any of our websites, brochures, catalogs, advertisements, or other company related materials
- Text from any of our websites, brochures, catalogs, advertisements, or other company related materials.
- Misuse of a G. Loomis registered trademark or logo

You are permitted to use your own digitally produced image of a G. Loomis product for your selling.

False Warranty

In order to claim to offer a G. Loomis manufacturer's warranty, the eBay seller is required to provide proof of purchase from an authorized dealer that included the manufacturer's warranty. This often means that you must be the original retail purchaser from an authorized G. Loomis dealer.

Further Information

Fake and unauthorized G. Loomis products are being illegally imported and sold on the Internet. These counterfeit G. Loomis products are challenging to recognize because they bear many of the labeling, makes, packaging, and trade dress of the authentic G. Loomis products.

We are providing this warning to consumers in an effort to preserve the authenticity of the valuable trademark and brand of G. Loomis.

Should you have information on the sale of counterfeit G. Loomis products, we welcome your communication and will keep the identity of our informants confidential.

G. Loomis contact information is as follows: 1 Holland, Irvine, CA 92618 OR 877-577-0600

Or you may email us by visiting the following link:

<http://www.gloomis.com/content/g-loomis/us/en/home/conventional/contact-us.html>