

# GUNNAR Optiks, LLC

With success has come the burden of those who would seek to counterfeit our products and/or otherwise unfairly benefit from our efforts and those of our valued partners. We have zero tolerance for such behavior.

Our intellectual property is protected by patent and law, both in our country and in the countries in which we sell, and extends, but is not limited to, our lenses, frames, styles, geometries and shapes, symbols, designs, motifs, copyrights, trademarks, industrial design and process rights, trade dress, trade secrets, shapes, colors, tints, treatments, materials, appearances, display methods, marketing, messaging, communications, customer and partner interaction methods, and distribution channels, among others. . Whether one copies our properties themselves, or receives assistance from others to do so, those activities are illegal and not ethical. Our significant portfolio of patents and intellectual property is recognized and protected in multiple countries throughout the world, including, but not limited to, the United States, Hong Kong, Canada, Australia, South Korea, and those covered by the European Patent Office.

GUNNAR takes great pride and care in the quality and workmanship of the products we produce and therefore we are comfortable with the generous warranties and guarantees provided with those products. And we work with like-minded partners capable of providing the type of service we'd expect to be received by our own mothers, who taught us if it seems like the deal is "too good to be true", it probably is. .Our lenses and the frames that hold them are manufactured to exacting standards to enhance your vision; our research shows that counterfeit product is generally of poor quality, and does not provide the same level of protection as real GUNNARS, and may actually be exacerbating the problems you are seeking to lessen.

As a content owner, GUNNAR regularly reviews items for sale on eBay. GUNNAR sells to authorized dealers only and does not sell seconds or damaged goods. Verification of authorized dealers of GUNNAR products can be obtained by calling 1.858.769.2500 or by visiting [www.gunnars.com](http://www.gunnars.com).

## **Frequently Asked Questions**

### **Q: Why was my auction terminated?**

A: Possible reasons include the sale of counterfeit GUNNAR merchandise or merchandise that is confusingly similar, or the unapproved use of GUNNAR's intellectual property. Upon discovering violations, GUNNAR notifies eBay of those offending auctions and eBay then takes appropriate action to protect not only GUNNAR, but the entire eBay community.

### **Q: Why are there other auctions running for the same or similar items?**

A: You haven't been singled out and we do our best to get to everyone although we may not. If you find an infringing auction, please notify us.

**Q: In my auction, may I use images I find on gunnars.com, or from an authorized dealer's site or in other GUNNAR marketing material?**

A: No. GUNNAR is very particular about the use of its images and does not authorize the reproduction of its images, graphics, text, descriptions, logos or anything else we've created, on your website or auction. You can use your own digitally produced images of the GUNNAR product you are selling.

**Q: Can I legally sell counterfeit products if I identify the products as "replica"?**

A: No. It is not legal under federal or common law to sell counterfeit merchandise. Representation of the merchandise as "replica" does not offer exemption from the law.

**Q: How can I tell if the GUNNAR glasses I have are genuine or counterfeit?**

A: If you purchased them through an authorized dealer, they are genuine, and will be warranted and serviced as such.

**Q: I believe I purchased counterfeit GUNNAR merchandise on eBay. What should I do?**

A: First, contact the seller directly and ask for the appropriate resolution (a complete refund). Then review eBay's dispute resolution policies and proceed with a dispute resolution and a fraud report.

**Q: Why didn't you contact me before terminating my auction?**

A: The volume of auctions and the intense interest in GUNNAR makes it impractical to contact each seller about the deficiencies of their auction and/or product offered. GUNNAR uses the VeRO program as the most efficient method of addressing the infringing merchandise offered, and/or the manner in which it is offered.