

Giddy Holdings, Inc.

Founded in 2014, Eddie by Giddy™ (“Eddie®”) has a sole purpose and corporate mission to help men of all backgrounds have more fulfilling sex lives with its wearable ED treatment device. Giddy™ is best known as the world’s largest sexual health platform. The site features expert-reviewed articles covering a range of topics from prostate health and breast cancer to orgasms and relationships, all supplemented by features and essays, news and culture, interviews, and more. The core product under the Giddy umbrella is the Eddie® device, which is often imitated or resold by third parties without quality control. Eddie is a medical device and buying directly from Giddy ensures that the buyer receives all of the instructional material and accessories in its clean, sealed, and original packaging.

How can I be certain I am buying a genuine Giddy product?

Giddy sells its products in the United States using only a few distinct methods; these assists Giddy greatly in preventing counterfeiting efforts:

- (1) Direct response – i.e., consumers who watch our infomercials or other advertising and call Giddy directly to order products
- (2) Direct sales to consumers through Eddie by Giddy’s website at www.eddiebygiddy.com
- (3) Dedicated online storefronts, such as the Giddy storefront at Amazon.com

Buyer Beware!

Unfortunately, some “Eddie” items found online may not be authentic or not up to Giddy’s standards of quality. It is illegal to sell counterfeit products and Giddy Holdings, Inc. will not authenticate any item purchased from a party other than Giddy or its authorized distributors and will make no representations as to its authenticity. It is also advised that buyers avoid reseller listings due to the high probability of prior use. Because of the nature of the product and its application, once opened or used, it is considered medical waste.

The only way to guarantee authenticity is to purchase your Eddie product from Giddy itself or an authorized distributor, as listed above.

Frequently Asked Questions (FAQ)

Q: Why was my auction terminated?

A: Your auction was terminated because we have a good faith belief the item being sold was a counterfeit Giddy product or included an infringement of one or more of Giddy’s trademarks. We base our decisions upon many factors, including the photograph and the description of the goods, among other indicia.

Q: Can Giddy explain to me exactly how it concluded that the item I listed was counterfeit?

A: We cannot share detailed information on how to differentiate between authentic and counterfeit Giddy products as this information is highly sensitive and could be used by counterfeiters to improve their counterfeit products.

Q: I see many other listings of “Giddy” products that look just like mine; why are those auctions allowed to continue?

A: Giddy vigorously enforces its intellectual property rights. We have staff working around the clock trying to ensure that only counterfeit/infringing Giddy merchandise is removed. While we strive to identify and terminate every auction offering counterfeit Giddy products, due to the high volume of new listings being added on a constant basis, some auctions featuring counterfeit/infringing items are completed before we can take action. Nevertheless, this does not change the fact that the sale of counterfeit/infringing goods is against the law.

Q: Can I use Eddie by Giddy’s images from its website at www.eddiebygiddy.com or from an authorized independent Giddy distributor’s website in my auction?

A: No. Giddy closely controls the use of its copyrighted images and does not authorize the reproduction of its images, graphics, or logos for use in your auction.

Q: Why didn’t Giddy contact me before terminating my auction?

A: Due to the large volume of matters we investigate, we must act decisively and expeditiously, and it is simply not possible for us to contact every seller prior to enforcing our intellectual property rights. However, we do our best to ensure that only counterfeit/infringing Giddy merchandise is removed.

Q: What if I was unaware that the product, I was selling was not an authentic Giddy product?

A: The law maintains that 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 innocent intent is not a defense to trademark or copyright infringement.

Q: If I promise not to sell counterfeit/infringing Giddy products again, will you contact eBay and ask them to reinstate my account?

A: Please contact eBay directly with any questions or concerns regarding the status of your account.

For more information about our products, please visit our website at www.eddiebygiddy.com