

Goetze's Candy Company, Inc.

Goetze's Candy Company, Inc (www.GoetzeCandy.com) is a member of eBay's Verified Rights Owner (VeRO) program. Goetze's Candy respects the intellectual property of others and aggressively enforces the proper use of Goetze's Candy intellectual property.

Goetze's Candy is a confectionery company located in Baltimore, Maryland and founded in 1895 as the Baltimore Chewing Gum Company. Today, Goetze's Candy Company makes two brands of caramel candy: Caramel Creams® and Cow Tales®.

Goetze's Candy trademarks, service marks, and intellectual property are protected under United States trademark law. Unauthorized use of intellectual property – including copyrights, logos, and trademarks – owned by Goetze's Candy Company without written consent. Any unauthorized use of Goetze's Candy intellectual property without the express written consent of Goetze's Candy is subject to prosecution for trademark or copyright infringement. Goetze's Candy regularly monitors eBay auctions in order to protect intellectual property rights.

Coupons and Promotional Items

Goetze's Candy coupons are void if copied, transferred, or sold. You may NOT make, sell, or redeem scanned images or photocopies of Goetze's Candy coupons or other copyrighted material.

Copyrights

Textual, photographic, video and other multimedia products published and produced by Goetze's Candy are protected under United States copyright laws. Anyone who, without authorization, produces, copies, distributes, or displays Goetze's Candy copyrighted materials is liable for copyright infringement.

Logos

Goetze's Candy Company owns the intellectual property rights for Caramel Creams®, Daisys®, Bulls-Eyes®, Cow Tales®, and Goetze's logos including: Duke the Cow, Daisy the Cow, Baker Man, and wrapped and unwrapped candy logos. These logos/images may not be distorted, re-colored, or modified in any way.

Trademarks

Goetze's Candy protects their trademarks carefully, by pursuing infringing and diluting uses of Goetze's Candy trademarks. Goetze's Candy stops the advertising and sale of unlicensed, infringing, and counterfeit products on eBay, and request that Goetze's Candy trademarks are properly used and identified. Goetze's Candy strives to protect consumers from being deceived or confused into believing they are purchasing products which are associated with Goetze's Candy.

Frequently Asked Questions

Q. Why was my auction suspended?

A. Your auction may have been suspended in response to a request from Goetze's Candy because the item for sale may infringe on Goetze's Candy trademarks or copyrighted material such as Caramel Creams photography or Cow Tales photography. Use of these images may confuse consumers as to whether Goetze's Candy is the source of the goods. Even if the seller uses a disclaimer or statement that the seller is not affiliated with Goetze's Candy Company, Inc consumers may still be confused.

Q. Why hasn't Goetze's Candy suspended all auctions selling infringing products?

A. Goetze's Candy firmly enforces its intellectual property rights. When an auction selling infringing products comes to attention the attention of Goetze's Candy, it is reviewed and the appropriate action is taken. The fact that others may be selling products that infringe Goetze's Candy's intellectual property rights does not give you the right to do so or prevent Goetze's Candy from terminating those auctions. If you become aware of a listing that you believe may be violating Goetze Candy's intellectual property rights, please send a link to the auction to: consumerrelations@goetzecandy.com.

Q. I thought the item I posted on eBay was authentic when I bought it. Why can't I resell it on eBay?

A. Infringing products violate Goetze's Candy's trademark and copyright rights, deceiving consumers who believe they purchased genuine Goetze's Candy products. This harm will occur even if the seller acted without knowledge of the infringement. The seller can be liable for damages under the United States Trademark Act or the Copyright Act.

Q. Can I use Goetze's Candy trademarks, copyrighted artwork, or slogans to make my listings more appealing?

A. No. The use of Goetze's Candy's trademarks, copyrighted artwork, or slogans may mislead others into believing that your listing is authorized, sponsored, or associated with Goetze's Candy and it may dilute the value of those intellectual property rights, in violation of both state and federal law.

Q. When can I use Goetze's Candy trademarks to describe my listings?

A. You only may use Goetze's Candy trademarks to describe your items when the items are authentic, unaltered products manufactured by Goetze's Candy or its licensees. For example, you may state, 'Goetze's Candy Cow Tales® Mug' if you are reselling licensed Cow Tales® tumbler mug. Remember, it is important always to use Goetze's Candy trademarks properly.

Q. What if I use artwork that is in the public domain?

A. Some operate under the mistaken belief that if they can download an image from the Internet that the image is in the public domain. This is not true. Simply because Goetze's Candy trademarks and copyrights, are accessible on the Internet or elsewhere does not mean that they are in the public domain. The fact that you are able to copy Goetze's Candy properties does not mean it is right or legal to do so.

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