

Hot Buckles

Hot Buckles Inc. (“Hot Buckles”) is a member of the eBay VeRO Program and owns many trademarks and copyrighted materials worldwide in connection with Hot Buckles Belt Buckles, clothing and accessories.

Hot Buckles has the legal responsibility to enforce its trademark and copyright rights. Accordingly, Hot Buckles provides this page to educate eBay users about auctions that infringe the intellectual property rights of Hot Buckles . Hot Buckles and its licensees have the exclusive right to use its copyrighted works and trademarks. Hot Buckles trademarks are protected under various U.S. and international trademark laws. Anyone who uses Hot Buckles marks, without Hot Buckles permission, is liable for trademark infringement. Similarly, textual and photographic works produced and published by Hot Buckles or its licensees are protected under U.S. and international copyright laws. Anyone who produces, copies, distributes or displays Hot Buckles copyrighted materials, without Hot Buckles permission, is liable for copyright infringement. Please note that the manufacture, distribution and/or sale of counterfeit Hot Buckles merchandise are illegal and carry criminal penalties. Hot Buckles has and will continue to pursue those guilty of infringing Hot Buckles trademarks and copyrighted materials.

Frequently Asked Questions (FAQ)

Q: Why was my auction terminated?

A: Most likely, your auction was removed from the eBay website because it displayed unauthorized reproductions of copyrighted images owned by Hot Buckles or because it offered for sale counterfeit merchandise featuring one of Hot Buckles trademarks. Hot Buckles IP Department regularly monitors the Internet, including auction sites, in order to protect its intellectual property rights. Hot Buckles notifies eBay of auction listings containing unauthorized uses of Hot Buckles copyrights and trademarks and auction listings reasonably believed to offer for sale counterfeit merchandise. eBay then takes the necessary action to comply with its user policies, which include removing the auction from the eBay website.

Q: Why was my auction singled out when there are other auctions on eBay that infringe Hot Buckles intellectual property rights?

A: Hot Buckles works diligently to ensure that all unauthorized uses of its intellectual property are removed from the eBay website. Given the high volume of merchandise for sale on eBay, and the frequency of newly added auctions, it is difficult to identify and remove every counterfeit and unauthorized item. Failure of Hot Buckles IP Department to act against an infringing auction does not mean that the auction is not in violation of United States and international laws.

Q: I scanned an image of Hot Buckles merchandise from Hot Buckles website and pasted the image onto my eBay auction. Is this permissible?

A: No. Any unauthorized reproduction, display or distribution of Hot Buckles copyrighted images is illegal.

Q: If I purchased an authentic item of Hot Buckles merchandise, can I re-sell the item on eBay?

A: Yes. It is legal to re-sell a genuine item that you purchased, in its original, unaltered form. Nevertheless, it is impermissible to use Hot Buckles copyrighted photographs to promote the sale of the item. In addition, you cannot use Hot Buckles trademarks and logos to make your auction more appealing. You are prohibited from producing an unauthorized copy of the legitimate merchandise and offering it for sale.

Q: Can I list an item if I expressly say that it is “NOT GENUINE,” “FAKE,” or a “KNOCK OFF”?

A: No. A disclaimer regarding the authenticity of goods does not relieve a seller from liability for the manufacture, distribution and/or sale of unlicensed, counterfeit goods. Such activity is criminal and may subject you to the payment of monetary fines and imprisonment.

Q: Can I use Hot Buckles logo or other logos or properties owned by Hot Buckles to make my auction listing more appealing?

A: No. Use of these Hot Buckles logos or other intellectual properties wrongfully implies that your auction is authorized, sponsored, or approved by Hot Buckles, and dilutes the value of these logos in violation of state and federal trademark laws.

Q: Can I use Hot Buckles logo or other logos or properties owned by Hot Buckles to create homemade products such as clothing apparel or home furnishings?

A: No. Only Hot Buckles and its licensees may use Hot Buckles trademarks and copyrighted material in connection with the manufacture, offer for sale, and/or sale of goods or services. Therefore, any sale and/or offer for sale of such homemade products are illegal.

Q: What if I did not realize that I was infringing Hot Buckles intellectual property rights?

A: Lack of intent will not relieve an infringer from liability under United States copyright or trademark laws. You have a responsibility to ensure that your actions do not violate someone else's intellectual property rights. Before commencing an eBay auction, you must take affirmative steps to ensure that your auction does not violate the rights of any copyright or trademark owner.

Q: How can I determine whether an item for sale on eBay is authentic Hot Buckles merchandise?

A: The only way to determine whether you are purchasing authentic Hot Buckles merchandise is to purchase the goods directly from an authorized Hot Buckles store which is able to produce release papers for the products being offered.

Q: Can Hot Buckles verify the authenticity claims of merchandise for sale on eBay?

A: Hot Buckles cannot guarantee the authenticity of any items for sale on eBay. Similarly, Hot Buckles cannot compensate a dissatisfied buyer who purchased counterfeit merchandise from an eBay seller who made false claims of authenticity, nor can Hot Buckles replace the counterfeit merchandise with genuine merchandise. If you believe that an eBay member is selling counterfeit Hot Buckles merchandise, you may send an email to legal@hotbuckles.com identifying the eBay seller ID and/or the auction number in question for Hot Buckles review.

Q: How do I communicate with Hot Buckles VeRO representative?

A: Because of the amount of spam we receive (literally thousands for every one legitimate inquiry), it is best that you type in the subject line of your email "Hot Buckles VeRO." Doing such will ensure a quick and timely response from our representatives. Due to the amount of incoming spam, emails that do not include a subject header will not be read. Further, when replying to our email, it is necessary that you include the original thread so that we can track the issue. Emails that don't include the thread will not be replied to, because it's virtually impossible to maintain hundreds of email conversations without the benefit of the context that the thread supplies.

Additionally, please remember to include your eBay username in any correspondence - without this information we won't be able to answer your questions because once an auction is cancelled it is no longer viewable.

If you have further questions, please email legal@hotbuckles.com with your questions.