

# INNOVATIVE PRODUCTS

Innovative AT Products, LLC is a business committed to providing Jeep® Wrangler and other sport utility vehicle products developed by us to enhance the enjoyment of owners world-wide.

Innovative AT Products is a committed member of the eBay Verified Rights Owner (VeRO) Program and owns patent and copyrighted materials. We are determined to protect our intellectual property rights in the most effective way possible. Consequently, we have developed the following guidance to help ensure that eBay users do not infringe upon the intellectual property rights of Innovative AT Products. Our mission with the VeRO program is to:

- Protect our customers from counterfeit and/or illegal product listings that risk exposing our consumers to products which have not been subjected to our rigorous quality control and testing processes, which in turn could damage our reputation for quality and reliability.
- To diligently protect the Innovative AT Products brand, our reputation, and consumer goodwill that we have cultivated over several years.

## **Patent Infringement**

Innovative AT Products is the owner of U.S. Patent 9,796,297 “System and Method for Reclining a Vehicle Seat” that was issued on Oct. 24, 2017. This patent covers our popular Rear Seat Recline Kit for the Jeep Wrangler Unlimited. Innovative AT Products takes the enforcement of this patent seriously and is entitled to take legal action against any illegal use of our intellectual property, rightfully and lawfully, and to prohibit others from the sale and distribution of infringing products. The sale and distribution of “copies” of our product is strictly prohibited and is a violation of federal law which could lead to serious legal and financial implications. Innovative AT Products will use the VeRO Program and other legal remedies to remove listings from eBay that infringe on our intellectual property.

## **Copyright Infringement**

Innovative AT Products owns copyrights on photographs and other images displayed on our official Innovative AT Products website and in authorized published marketing materials. Innovative AT Products operates primarily from the official site located at [www.innovativeATproducts.com](http://www.innovativeATproducts.com), from which it is unlawful to use, without prior authorization, any copyrighted materials owned or published by Innovative AT Products. Anyone using Innovative AT Products copyrighted materials (including, but not limited to, photographs and other images found on eBay or the Innovative AT Products website) without authorization may be violating Innovative AT Products intellectual property rights, which will lead to eBay listings being reported and taken down for copyright violations.

## **Trademark Infringement**

Innovative AT Products has filed to be the legal owner and proprietor of the Innovative AT Products™ trademark and is entitled to take legal action against any unfair use of our intellectual property, rightfully and lawfully, and to prohibit others from using our trademark in connection to the same or similar goods and/or services being offered in the jurisdictions covered by our trademark. We take any unauthorized use of our trademark seriously and this will lead to eBay listings being reported and taken down for trademark violations.