

Medela AU PTY LTD

eBay VERO program

For more than 60 years, Medela has been a partner for breastfeeding families around the world offering research-based breast pumps, products that support breastfeeding and education and help nurture health for generations. Medela is the most trusted brand for breast pumps and through the ebay VERO program, Medela is committed to protecting that earned trust.

This document has been populated to educate eBay users on Medela's Intellectual Property rights, including its trademarks and copyrights. Medela takes great care in protecting its intellectual property and it may not be used without Medela's written consent. Third parties responsible for selling any products replicating Medela (counterfeits) and/or using Medela's trademarks without consent, in a way that may dilute the Medela reputation or cause confusion to the origin of the product, are liable for trademark infringement.

Medela does not tolerate the sale of counterfeit Medela products or the use of copyrighted material and continues to monitor online activities of sellers providing these. When Medela finds unauthorised use of its Intellectual Property rights in an auction or listing, it will ask eBay to remove it.

For eBay sellers:

Can I use the Medela logo or other images owned by Medela for my listing?

No. If the product is indeed "genuine," use of Medela's logo or images implies that your listing is approved or authorised by Medela. Medela cannot condone use of its logo, images or trademarks.

Why was my listing ended?

Either we believe that the item being sold is counterfeit or because the listing infringes Medela's Intellectual Property rights.

Why wasn't I notified directly?

Given the volume of third party sellers that Medela target for removal, it isn't practical for Medela to contact each one.