



## Nissin Foods Holdings

In 1971, “CUP NOODLE” was born in Japan as the world’s first packaged instant noodle. The Japan-based brand has now grown into one of the most recognized brands around the world. “CUP NOODLE” is currently sold in more than 80 countries and regions, with a total amount of global sales exceeding 40 billion units in 2016.

### **Our brand and to sellers and buyers**

“CUP NOODLE” and “CUP NOODLES” (both “CUP NOODLES” hereafter) are both brands and registered trademarks owned by Nissin Foods Holdings.

Any packaged instant noodles that do not belong to the “CUP NOODLES” product line may not be referred to as “CUP NOODLES”. To protect integrity and value of the brand, Nissin Foods Holdings will send out removal requests for any listings that infringe on its trademark rights. (e.g. If the trademark “CUP NOODLES” is attached to a listing which is selling a non-Nissin packaged instant noodle produced by a third party, a removal request will be sent out directly to the seller)

Also please note, in the case that the registered trademark “CUP NOODLES” is inappropriately being referred to as a general term to describe the packaged instant noodles on the listing title and/or product description, the seller may be subject to receiving a request to modify the contents of the listing. (e.g. Rather than using “Cup Noodle” as a general term, the appropriate description should be rewritten as “Pot-Type Noodles”, “Bowl-Type Noodles”, etc. to avoid confusion from buyers) Please note that any requests to sellers will be sent via the Nissin Food Holdings eBay ID "nissinfoods-holdings" and "nissinfoods-holdings02"-"nissinfoods-holdings10".

Brand Protection Team, Nissin Foods Holdings Co., Ltd.