

SEISCO International Limited

SEISCO International Limited, founded January, 2008 is the owner of the SEISCO brands as of January 1, 2008. All previously manufactured products were made by Microtherm, Inc. Microtherm, Inc. was liquidated on 12/31/2007. SEISCO International Limited is the trademark and patent holder for the family of SEISCO products.

THE FOLLOWING INFORMATION MAY HELP YOU UNDERSTAND WHY YOUR AUCTION HAS BEEN REMOVED.

It is illegal to manufacture, import, offer for sale, sell, advertise or distribute counterfeit or infringing SEISCO products. These activities are expressly prohibited and will result in your auctions and user account being cancelled.

The SEISCO names, logos and images are trademarks belonging to SEISCO. The use of any of these trademarks without SEISCO's permission is trademark infringement.

The only way to ensure that your SEISCO items are genuine is to purchase them from SEISCO or through an authorized distributor.

FREQUENTLY ASKED QUESTIONS:

Q: Why has my auction been removed?

A: SEISCO is committed to the strict enforcement of its trademarks and other intellectual property rights. We have requested the removal of your auction because SEISCO has a good faith belief that the merchandise you were offering for sale is counterfeit or otherwise infringes SEISCO's trademarks and/or other intellectual property rights. Please note that the offer of genuine goods for sale in certain countries where they are not authorized to be sold by the trademark owner constitutes trademark infringement.

Q: How did SEISCO determine that my auction offered for sale goods that were counterfeit or otherwise infringing?

A: Due to the nature of eBay, this determination was based upon the photographs (style, fabrics, labeling & packaging), title of the auction and the description of the goods that you provided.

Q: Why was I allowed to post my auction if it is illegal?

A: eBay maintains that it cannot conduct a comprehensive pre-screening process to account for such violations. Therefore, the ability to post such auctions of infringing merchandise DOES NOT mean that the sale of such merchandise is legal.

Q: Why was my auction removed while many other auctions offering "SEISCO" items for sale remain?

A: SEISCO cancels many infringing eBay auctions worldwide and your auction was one of many cancelled during a routine search. However, due to the volume of items offered and the way eBay works, it is impossible to cancel every infringing SEISCO auction. Also

auctions offered for sale by authorized distributors under the terms of our distribution agreement will always be allowed.

Q: I believe that the item SEISCO reported is not infringing. How can I get my auction reinstated?

A: *If you believe that your auction was incorrectly reported to eBay, please send an email to: [href="mailto:tellus@seisco.com">tellus@seisco.com](mailto:tellus@seisco.com) with the following information:*

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Your seller ID & auction number;

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the exact title & description used in your auction;

.
clear pictures of the item that were posted in the auction including all labeling and packaging.

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If your item was incorrectly reported SEISCO will inform eBay so you can reinstate your auction.

Q: Why was I not informed directly by SEISCO before I was reported to eBay?

A: *Due to the nature of eBay and volume of auctions it is impractical for SEISCO to contact each seller regarding their auction. SEISCO uses the VeRO program as the most efficient method of reaching its primary objective on eBay that is to decrease the volume of infringing merchandise offered.*

Q: Can I use the word "SEISCO" in an auction heading even if I am not selling a SEISCO item?

A: *No, this is a direct violation of eBay's listing policies. SEISCO maintains a registered Trademark in the SEISCO name, which prohibits the use of SEISCO in relation to goods that do not originate from SEISCO. It is both misleading and infringing to use the "SEISCO" Trademark in an auction title or description because such use may attract buyers who are searching for authentic SEISCO goods.*

Q: Can I post an auction that expressly states that the Item is "NOT GENUINE SEISCO" or refer to it as "SEISCO-STYLE", "SEISCO INSPIRED" or any similar phrase?

A: *No, this is a direct violation of eBay's listing policies. A disclaimer regarding the lack of authenticity of the goods, such as "fake", "faux", "SEISCO-Style", "SEISCO-like", etc., is illegal under laws that prohibit the sale of counterfeit/infringing merchandise. These products are a violation of SEISCO's trademark rights and SEISCO will enforce these rights with the same force as those that claim to be authentic. It is also a violation of eBay's listing policies.*

Q: Why is SEISCO concerned with my sale of a single piece of unauthorized SEISCO product?

A: *SEISCO takes all matters of infringement seriously regardless of the quantity of items listed for sale. We cannot grant exceptions to anyone simply because the infringement concerns only one or two items.*

Q: What if I was unaware that the merchandise I was selling was not authentic SEISCO merchandise?

A: The law maintains that it is YOUR responsibilities to ensure that your activities do not in any way violate the intellectual property rights of others. Ignorance of the law or innocent intent is not a defense to trademark violations.

Q: Why was my auction removed when I have not made any reference to "SEISCO" in my title or description?

A: SEISCO holds both the trademark AND the patent for the SEISCO design. Listing a fake SEISCO product by any name other than "SEISCO" does not change the fraudulent nature of the item.

Q: If I promise not to sell counterfeit/infringing SEISCO products again, will you have Ebay reinstate my account?

A: We have no control or influence over Ebay's policies and cannot assist eBay users who have had their user accounts suspended or cancelled. The reinstatement of accounts is entirely at eBay's discretion.

Q: What is SEISCO's warranty policy regarding products sold on eBay?

A: The SEISCO Limited Warranty covers only the original purchaser of the product acquired through authorized distributors. If you have a question whether the SEISCO Limited Warranty covers a particular product offered for sale, contact us at tellus@seisco.com with the name of the seller and the serial number of the unit in question.