

SmarterFresh LLC

SmarterFresh is part of eBay's VeRO program.

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SmarterFresh is often monitoring the Internet, especially eBay, in order to protect its intellectual property rights. SmarterFresh notifies eBay of auction listings containing unauthorized uses of copyright images and text, and trademark infringement on its auction listings. Often times, this causes a mark against your eBay selling profile.

Frequently Asked Questions for VeRO

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 or text owned by SmarterFresh.

Q: Can I copy an image from the SmarterFresh.com website and use it in my auction?

A: No. Any unauthorized reproduction, display or distribution of SmarterFresh's copyrighted images is illegal.

Q: Why didn't SmarterFresh contact me directly before reporting my auction to eBay?

A: For reasons of speed and efficiency, it is impractical to contact each seller individually. In order to maintain its reputation and name, SmarterFresh must work diligently and quickly to protect its reputation for providing the highest quality products, and to stop the sale of inferior products under its name and trademarks.