

Velcro Companies

Velcro Companies is a technology-driven, global organization providing fastening solutions that solve problems in simple, elegant and surprising ways for businesses and consumers around the world.

We are the inventors and originators of the hook-and-loop closure, and we manufacture a wide range of solutions from standard hook-and-loop closures to complete finished products for customers in the transportation, medical, construction, personal care and consumer industries. We have a heritage of innovation spanning more than 50 years and own over 400 active patents and over 200 trademarks, including the VELCRO® trademark, which is registered throughout the world. We also own several other worldwide registered trademarks, including PRESS-LOK®, ONE-WRAP®, THERE IS ONLY ONE®, AMAZING CONNECTIONS®, VELCOIN® and VELSTRAP®. The Velcro Companies is the original and premier manufacturer of hook-and-loop products, and we pride ourselves on the superiority of our products in the industry.

We develop and deliver solutions for customers through an integrated production and service system that includes manufacturing locations in the United States, Canada, Mexico, Spain, China, Belgium and Uruguay and sales offices around the world. To buy genuine VELCRO® brand products and to find out more about our company, visit www.velcro.com.

At Velcro Companies, we are proud that VELCRO® brand products have become a part of everyday life, but that ubiquity sometimes produces confusion. The VELCRO® trademark should be used only when referring to genuine VELCRO® brand fasteners. Non-VELCRO® brand products should be identified by their functional terms, such as “hook and loop,” “self-adhesive straps,” and so forth. The proper use of the VELCRO® trademark assists us in safeguarding the integrity of the VELCRO® brand, and helps to protect consumers from products incorrectly sold as VELCRO® brand products.

Velcro Companies is a member of the eBay VeRo program and strictly enforces against infringing use of its trademarks on eBay. The VELCRO® mark and all the other marks owned and registered by Velcro Companies can only be used in connection with genuine VELCRO® brand fastener products. We will enforce against the following:

- Use of the VELCRO® or ONE-WRAP® marks to identify generic hook-and-loop product that is not manufactured by the Velcro Companies.
- Use of the VELCRO® mark to manipulate search results through improper bundling and other nominal offers of Velcro® brand product to sell generic or counterfeit hook-and-loop products.
- Use of the VELCRO® mark to falsely identify components of products, such as “Velcro shoes” or “Velcro patches,” that do not use genuine Velcro® brand closures.
- Use of the VELCRO® mark to describe generic hook-and-loop products as “velcro-like” or “velcro-style” to manipulate search results.

This list is not exhaustive, and we are committed to enforcing our valuable trademarks against all improper uses online. As a seller, it is your legal responsibility to ensure that your actions do not violate intellectual property laws. Ignorance of the law or the trademark rights of others is not an excuse for trademark infringement. Velcro Companies will not assist in

the reinstatement of any auctions or eBay accounts that have been terminated by eBay following a legitimate complaint by Velcro Companies or its agents.