

Ebay 侵权违规解封问卷



eBay has restricted your ability to list new items as a result of a violation of eBay's Intellectual Property policy. You can still access other features on eBay. We'd be happy to lift this restriction once you've completed a brief tutorial about this policy. Once you've completed the tutorial, you can begin selling again immediately.


[Take the tutorial](#)

Thank you for supporting our efforts to maintain a safe marketplace.

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VeRO

Introduction


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Thanks for taking our tutorial on eBay's intellectual property policies. This tutorial will show you:

- How you can identify intellectual property
- How you can help protect the rights of intellectual property owners
- How you can avoid violating the law or eBay policies

Intellectual property is sometimes tricky, so we want to help you understand some of the basics. This tutorial has 13 questions and should take 10-15 minutes to complete.

When you're done, you should have a much better idea how to make sure your eBay listings follow eBay policies so they won't be removed from the site. Here we go!

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Introduction

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Copyrights allow people like painters, musicians, writers, and software developers to have some control over how their work is used or shared with others.

Trademarks allow people like clothing and product designers to protect their product's reputation. After all, their products have a good reputation because of all the money and effort these people invested in them.

Patents help people protect their new technological innovations. The person who comes up with the technology for the world's first time travel machine will certainly want to get some credit for it!

There's one thing we need to tell you: the information in this tutorial should not be thought of as legal advice. If you have specific questions about the law or whether your item is legal, you should contact a lawyer.

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When you list something on eBay, make sure that you write your own item descriptions and take your own pictures. If you don't, your listing may violate eBay policy.

Question

When listing something for sale on eBay, which of the following is OK to do?

- a. Copy the manufacturer's product description from its website
- b. Describe the item in your own words, then post the listing with pictures you took yourself
- c. Copy the logo from the company's website into the listing
- d. Copy the picture of the product from the company's website

Submit**Answer****Correct**

That's right! When you copy a manufacturer's pictures or product description, you're violating its copyright. That's why you should write your own content and take your own pictures.

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Although you can't copy someone else's listing description, it's okay to state facts about an item that may be similar to the way other people have stated them. Technical specifications, like length and weight, are one example.

Question

Crystal wrote her own item description and took her own pictures, but she copied factual information from the manufacturer's technical specifications (length, weight, etc.). Is this against the law or against eBay policy?

- a. Yes
- b. No

Submit**Answer****Correct**

That's right! As long as you write your item's description and take your own photos, it's usually OK to use factual information (like length and weight) from the manufacturer's technical specifications.

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Always use your own pictures in your eBay listings. If you copy someone else's picture, this is called "picture theft". Picture theft is against eBay policy and may also be in violation of copyright laws.

Question

Paula was very careful not to copy a manufacturer's photo or item description into her listing. But she found another eBay seller whose pictures she liked, and decided to use those in her listing instead. Is this OK?

- a. Yes
- b. No

Submit**Answer****Correct**

Terrific! You've got the right answer. Using anyone's pictures or item description besides your own is against eBay policy. Unless it's your own photo or you have permission to use it, you may be violating eBay's policy and the law.

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If you're not certain if your item is authentic, you shouldn't list it on eBay.

Question

Erin bought a used handbag at her neighbor's garage sale, and she decided to resell it on eBay. Because the label was missing from the handbag, Erin described it as "looks like it might be a Kate Spade." - Is this description allowed by eBay rules?

- a. Yes
- b. No

Submit**Answer****Correct**

That's right! If you're not sure who made the item you're listing, you shouldn't compare its appearance to a brand name product. This is because you may mislead buyers and take advantage of a company's good reputation.

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Although counterfeit goods can be easy to find on the street, it's not OK to list them on eBay. Trying to list a counterfeit item is both against the law and against eBay policy.

Question

Alexis has a collection of "fake" Gucci watches. The watches are made to look just like real Gucci watches, and even have Gucci's logo on them. When is it OK for Alexis to list a "fake" item on eBay?

- a. When she states in the item description that the item is a fake
- b. When she makes sure the buyer knows the item is a fake
- c. When she does both of the above
- d. Never

Submit**Answer****Correct**

Good! That's the right answer. It's against the law to sell "fakes" of popular brand names. Selling "fakes" or "replicas" violates trademark laws. This is because "fakes" take advantage of a famous brand name, which took a lot of work to establish. Manufacturers care about this because when someone violates a trademark this way, it reduces the sales of the real product.

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Almost everyone has old software installation disks laying around. There are rules and laws about when it's OK to resell used software eBay. Sellers must take these rules and laws seriously.

Question

It's OK to list software on eBay as long as I don't do which of the following:

- a. List software disks that I've purchased and then installed on my computer
- b. List "homemade" copies of software, made from a CD or DVD burner
- c. List "bundled" software (called "OEM") without bundling any hardware with it (for example, listing the copy of *Windows* that came with your computer, but not also listing the computer)
- d. It's OK as long as I don't do any of the above

Submit**Answer****Correct**

You've got it! In most cases, software licenses don't allow you to resell the software once you've installed it. Also, "bundled" software is first sold under the condition that it stays with the original computer. In order to comply with your original software agreement, you can't resell the software without also selling the hardware that came with it.

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Technology makes it possible to do lots of things, like making backup copies of music and movies. eBay does not allow sellers to list homemade copies of movies or music unless the seller actually owns the rights to the movies or music. The same rules apply to TV shows recorded from your TV and to movies that you download onto your computer.

Question

John made a copy of his favorite movie using his DVD burner. He tried to sell it on eBay, but eBay removed his listing. Why would eBay have removed the listing?

- a. Because John didn't say in his listing that he's selling a copy of the original
- b. Because John forgot to copy the actors' "credits" onto the DVD
- c. Because copying movies without permission is illegal
- d. Because John didn't include copies of the original label with the copied DVD

Submit

Answer

Correct

Nice job! That's the right answer. Selling unauthorized copies of movies or music CDs is illegal and against eBay policy.

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eBay is one of the busiest marketplaces in the world and we cannot review all of its millions of listings. As a result, eBay often relies on rights owners to report listings that violate their intellectual property rights.

Question

eBay cancelled my listing, but similar listings are still on the site. This could be because

- a. eBay has not discovered or been notified by a rights owner about the other items
- b. I have violated other policies, and eBay is more concerned about my behavior than the behavior of the other sellers
- c. The other sellers are PowerSellers
- d. The other sellers have eBay Stores

Submit**Answer****Correct**

Good! That's the right answer. eBay's policies apply to all sellers, regardless of their status or history. There may be listings similar to yours on the site, but eBay has not found them or been notified by a rights owner about them. If eBay does find other listing violations, we will remove them too.

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Brand name owners are justifiably concerned about how and where their names are used. If you had done the work to create a recognizable brand, you wouldn't want other people taking advantage of your reputation. eBay has developed some basic guidelines for how sellers can compare their products to brand names. You should never compare an item to a brand name item in the listing title or description.

Question

Sally sells shoes in her eBay Store. One of her best-selling items is a shoe that is very sturdy, like Doc Martens boots. Where in the listing is it usually OK for Sally to compare the functionality of her shoe to Doc Martens?

- a. In the listing title only
- b. In the listing description only
- c. Nowhere-no comparison to a brand name should be made
- d. Anywhere-in the listing title or description

Submit**Answer****Correct**

That's right! Comparing an item to a brand name isn't allowed. Doing so can mislead buyers and make it harder for them to find what they're looking for on eBay. In many cases, it's also a violation of eBay trademark policies.

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eBay understands that it can be frustrating when one of your listings is removed from the site. Listings are always removed for a reason, though, so you should always get eBay's permission before re-listing your item.

Question

Ryan received an email from eBay telling him that a rights owner reported his listing to eBay, and that eBay had removed the listing. Ryan feels confident that the rights owner made a mistake. Is it OK for Ryan to write to eBay, explain the issue, and then re-list his item?

- a. Yes
- b. No

Submit**Answer****Correct**

That's right! If Ryan simply tells eBay about the rights owner's mistake and then re-lists his item, he is violating eBay's policy. What he should do is contact the rights owner. If the rights owner agrees about the mistake, he or she can tell eBay, and eBay will let Ryan know that it's OK to re-list his item.

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Rights owners frequently request that eBay remove unauthorized copies of their products from the site. When rights owners do this, they help eBay keep the marketplace "clean". While rare, rights owners do make mistakes. It's against eBay policy to re-list an item unless the rights owner notifies eBay of its mistake.

Question

Richard's item was removed from eBay at the request of a Verified Rights Owner (VeRO). Even after reading the rights owner's About Me page, Richard still thinks the rights owner may have made a mistake. He asked the rights owner for more information. After waiting 5 business days, the rights owner had not responded. What should Richard do?

- a. Re-list his item
- b. Tell eBay his problem, then re-list his item
- c. Tell eBay his problem, then ask eBay to help him reach the VeRO member
- d. There is nothing he can do

Submit**Answer****Correct**

You got it! Richard should tell eBay that he can't reach the rights owner, and request that eBay try to help. eBay may be able to contact the rights owner member for him, and ask the rights owner to contact Richard.

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It can be frustrating when eBay removes your listing. One way to help prevent this is to do everything you can ensure eBay and the rights owner that your item is authentic.

Question

Sarah knows that the jewelry she is selling is authentic, but is worried that her jewelry's manufacturer might see her listing and think it is fake. Sarah has a copy of the receipt from when she purchased the jewelry, and shows a picture of the receipt in her listing (after she's blacked out any personal information). Is this a good idea?

- a. Yes
- b. No

Submit**Answer****Correct**

That's right! One thing Sarah can do to try to assure buyers, eBay, and the manufacturer that her item is "real" is to include a picture of her original purchase receipt (after she's blacked out any personal information).

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While intellectual property law can be tricky and confusing, it's actually pretty easy to avoid violating this law. We've talked about some simple things you can do to make sure your listings are legal and allowed by eBay policy.

Question

When selling on eBay, which of the following is important to do if I want to respect intellectual property rights, like trademarks, copyrights, and patents?

- a. Only list authentic items
- b. Always use my own pictures and my own item description
- c. Never sell bootleg copies of software, music, movies, or video games
- d. All of the above

Submit

Answer

Correct

That's right! You've certainly gotten the hang of intellectual property. Good job. You're almost done!

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Congratulations! You've completed the tutorial.

Thanks for taking eBay's tutorial on intellectual property. We hope it's been useful. Let's take a moment to go over some basics before you're finished.

Here's some of what we've discussed:

- Always take your own pictures and write your own item descriptions
- Make sure your item is real before selling it on eBay
- Don't list bootleg copies of software, movies, or music on eBay
- If you think your listing was removed by mistake, don't automatically re-list it; instead, get the manufacturer's and eBay's permission before you re-list it.

If you have any more questions on intellectual property or the VeRO Program, you can visit eBay's help pages.

Thanks for your time. Now go have some fun on eBay!

Finish