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[eBay's Reputation Is Redeemed](#)

The company won the trial against Tiffany



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Counterfeit products available on eBay and other purchasing sites cannot be totally shut out, unless the companies that fabricate the originals keep a keen eye on what is going on on these properties. This statement was underscored by the judge who exonerated eBay of any guilt in the process vs. jewelry giant Tiffany. The trial between the two parties began in 2004, when Tiffany's lawyers sued the bidding website because it allowed its users to put up for sale counterfeited products that claimed to be Tiffany originals. The judge from the Southern District of New York's Court ruled that the efforts taken to stop piracy should primarily be an obligation of the company that produces the goods, and not of those that sell them. At the same time, the judge expressed his belief that eBay was going to all lengths in order to prevent counterfeit sales from popping up on their online market. And, as it is well known, eBay's pioneer initiative, the Verified Rights Owners program is poised precisely at spotting treacherous sellers and removing their products from the site. Moreover, 18,000 rights owners are helping eBay in identifying and withdrawing the fake products from the market. "The court ruled that eBay does in fact meet its responsibilities regarding counterfeits. We aggressively fight counterfeits not only to meet our limited responsibilities, but also because counterfeits hurt the eBay community - the millions of honest sellers building their businesses and buyers who come to eBay for great value and selection. That's why we want to continue to work with rights owners to aggressively fight the sale of counterfeit items," said Rob Chesnut, senior vice president and legal counselor at eBay, after hearing the verdict. The official added that the company would continue to fight against everything that could harm its business. eBay is seen as a promoter of fair competition between small entrepreneurs and big companies, a thing it accomplished by creating a unique marketplace that meets the needs of the most varied people.