



## SAGE Supplier Advertising & Product Data Guidelines

[Last Revised September 20, 2016]

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The following guidelines apply to all product information and advertisement copy posted in the SAGE database by or on behalf of a supplier.

### **Accuracy of Data**

Suppliers are responsible for ensuring the accuracy and completeness of all product and advertising information uploaded to the SAGE database. Content must be truthful and not inaccurate or misleading in any way whatsoever.

### **Counterfeit Products**

The listing of counterfeit goods in the SAGE database is strictly prohibited. Counterfeit goods are any goods that are intended to pass themselves off as genuine products of a third party brand owner. This includes a product described as knock off, replica, imitation, clone, faux, fake, mirror image, or similar terms.

### **Not Suitable for All Audiences**

Items that are not appropriate for all ages (e.g., suggestive or provocative calendars, items with inappropriate language) should be flagged within the database as not suitable for all audiences.

### **Use of Copyrighted Content in Product Data or Advertisements**

Copyrighted content is prohibited unless you have obtained permission from the copyright owner or an authorized licensee of the copyrighted content.

### **Use of Trademarks in Product Data or Advertisements**

If you either own the trademark or have obtained permission from the trademark owner or an authorized licensee of the trademark owner to use a trademark, you may use it in any authorized manner.

If you have not obtained permission to use a third party's trademark, you may only use that trademark if your use is considered "fair use" under applicable trademark law or your use is otherwise non-infringing.

Please note that, depending on the specific circumstances, use of a third party's trademark in your content may constitute trademark infringement if you do not have permission to use the trademark. If you intend to use a third party's trademark in your content, it is your responsibility to ensure that your use does not constitute trademark infringement.

### **Compliance with Laws**

You're always responsible for ensuring that you comply with all applicable laws and regulations, in addition to SAGE's Customer Agreement and Supplier Data & Advertising Guidelines, for all of the locations where data or advertising are listed. You are also responsible to research and comply with local laws where your business operates.

### **Legal Assistance**

Should you need assistance in making a determination as to whether or not your content abides by these policies and applicable laws, it is your responsibility to obtain the advice of your own legal counsel. SAGE cannot provide legal advice to

you and any statements made by SAGE shall not be construed in any way to be legal advice. Any reliance on statements made by SAGE representatives is at your own peril.

### **Resolving Disputes**

If we receive a claim alleging that your content infringes upon the intellectual property rights of a third party or otherwise violates applicable law, we will handle such claim in accordance with our [Intellectual Property Claim Reporting Policy](#). This may result in the removal of the content.

We take allegations of intellectual property infringement very seriously and, as a courtesy, we may take action as a result of valid complaints raised by third party owners or their authorized agents pursuant to our Intellectual Property Claim Reporting Policy. However, SAGE is not in a position to mediate third party disputes, and we encourage third party intellectual property owners to resolve their disputes directly with the respective supplier or advertiser.

In the case of repeated violations, we may choose to suspend your access to any and/or all of our services, in addition to all other legal remedies to which SAGE may be entitled.