

Mr. Donahoe,

Attached, you will find more than 51,000 signatures representing all 50 states and dozens of countries asking for a simple change to eBay that will benefit the cycling community. Every 30 seconds a bicycle is stolen in the United States, and the ease of illegitimate transactions online makes selling a stolen bicycle a very low-risk proposition to criminals today. After personally being victimized to later find my bicycle on eBay, I have first-hand knowledge of how efficient and low-risk today's online marketplaces are for criminals and how challenging they are for a victims to recover their stolen bicycles.

The supporters of this petition respectfully request that you modify the existing site so that serial numbers become a **required** field when listing a bike on your service. In the event that one is not specified, we ask that you simply present "NONE SPECIFIED" in the listing. Our proposal to require and display the serial number on bike listings can benefit the eBay and cycling communities in a number of ways:

1. Requiring the serial number may dissuade illegitimate listings
2. Over 95% of bikes have serial numbers, and a missing or mismatched serial number acts as a red flag for potential buyers
3. Serial numbers help victims and law enforcement take action prior to the sale of a stolen bike
4. The integration of serial numbers raises awareness of the importance of owners recording them and registering their bicycle(s)

While this will not eliminate all illegitimate transactions, the community agrees without argument that it would be better than the system as it stands today.

The seven of us who started this petition were frustrated enough to work on building a service that seeks to help remedy this epidemic. We built The 529 Garage - a free service - which allows cyclists to very easily collect the important details about their bicycle using a smartphone. Once registered, all of the critical information necessary to file an effective police report or insurance claim is recorded for later use.

Building from this registry we have also implemented a "neighborhood watch" for bikes - in the event that a member's bicycle goes missing, a few taps on their smartphone will alert all other members in the immediate area to be on the lookout for it. Since our launch in July, we've registered more than \$15 million worth of bicycles and are helping victims activate the community every day to aid in recovery efforts.

What we are asking of eBay is not a silver bullet, but the community broadly believes it's a positive start. Unfortunately, our repeated efforts to engage with your organization over the course of the last year, and prior to that as a sole victim, have met with no response and we are hopeful that this petition commands your attention in a positive way.

We would be very happy to engage with your company to help make this happen and to collaborate on other improvements between our services that could be made to benefit cyclists and ultimately the eBay community.

Thank you for your consideration and action in this matter, and please do not hesitate to pass my contact information on to the correct person(s) in your organization to make this happen.

A handwritten signature in black ink, appearing to read 'J Allard', written in a cursive style.

J Allard

CEO Project 529