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## **PLOOM GLOBAL TRADEMARKS AND AUTHENTICITY ENFORCEMENT RELEASE**

**December 20, 2013**, San Francisco, CA: Ploom, inventors and manufacturers of first-in-category premium vaporizers, was granted registered trademarks US4437217 and US4437218 for its invention and vaporizer brand, Pax. Ploom is committed to educating and protecting consumers from counterfeit Pax products that are being sold as authentic.

Ploom is dedicated to ensuring customers receive the modern technologies, beautiful design and world-class support that encompass the brand.

The fight against unauthorized sales and counterfeiting is a long-term commitment to quality and service by Ploom. It is Ploom's first and foremost goal to protect consumers from poorly performing counterfeit devices not covered by warranty. Ploom urges consumers to protect their investment and ensure they are receiving authentic quality Ploom products.

"Ploom has increased efforts and investment to protect retailers and consumers and stop counterfeiting by implementing stronger authenticity measures, including when necessary taking legal action against manufacturers, distributors and retailers of counterfeit items," said James Monsees, co-founder and CEO of Ploom.

Ploom's Authorized Distributor network has collaborated with Ploom to identify retailers selling counterfeits throughout the US and Canada. Cease and desist notices have been sent to retailers in numerous metropolitan regions including the San Francisco Bay Area, Los Angeles, Seattle, New York City, Minneapolis, Vancouver, Las Vegas, Tampa, Tulsa, Lincoln, and St. Louis. In some cases, including when cease and desist letters have been ignored or counterfeit sales have been observed on multiple occasions, Ploom has initiated legal proceedings. For instance, Ploom has recently filed the following actions to stop the sales of alleged counterfeit products: *Ploom, Inc. v. iPloom, LLC, et al.*, No. 3:13-cv-05813-JCS (N.D. Cal. complaint filed 2013-12-16), and *Ploom, Inc. v. Jhony USA, et al.*, No. 13-cv-8988 (PAC) (GWG) (S.D.N.Y. complaint filed 2013-12-18).

Ploom's 10-year limited warranty is only available to consumers who have purchased authentic Pax devices at Ploom.com or Ploom Authorized Retailers. Consumers who aren't shopping from Ploom.com or a Ploom Authorized Retailer risk purchasing

counterfeit products. Many counterfeits can be distinguished by misbranding or lack of stamped serial number under the mouthpiece, but even some serial numbers, for instance those starting in PX, are counterfeit. Likewise, low voltage chargers not conforming to Ploom's specification have been observed (DC 5V is counterfeit). Ploom customer service has received over 100 complaints from users with poorly performing Pax devices that have turned out to be counterfeit.

Like so many other premium consumer brands, Ploom aggressively fights against counterfeiting. Ploom's anti-counterfeiting efforts are part of a robust initiative that includes increased access to and visibility of authorized retailers via a newly released Ploom Authorized Retail Store Locator on Ploom.com. Ploom is committed to prosecuting infringing entities through all measures available, including legal action when necessary, in an effort to protect business partners and consumers.

### **About Ploom**

Founded in 2007, Ploom produces first-in-category premium vaporizers that are not only functional, but also innovative. Through the process of vaporization, tobacco is heated, not burned, producing a subtle vapor instead of smoke. Ploom is a privately held company headquartered in San Francisco, California. Ploom products redefine smoking for the modern generation. For more information, visit [Ploom.com](http://Ploom.com).