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PLOOM GLOBAL TRADEMARKS AND AUTHENTICITY ENFORCEMENT RELEASE

May 16, 2014 San Francisco, CA: Ploom, inventors and manufacturers of first-in-category premium vaporizers, was granted registered trademark US4510446 for its “X design” featured on 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 is committed to continuing to increase efforts and investment to protect our consumer and retailer base from counterfeiting,” said James Monsees, co-founder and CEO of Ploom. “Ensuring our customers receive the quality we stand behind is our utmost concern.”

Pax vaporizers feature 3 of Ploom’s registered trademarks, “Ploom,” “Pax,” and the “X design.” Ploom has prevailed in legal proceedings against several counterfeit traffickers in the US who have abused Ploom’s intellectual property and defrauded consumers. In the action *Ploom, Inc. v. iPloom, LLC, et al.*, No. 3:13-cv-05813-JCS (N.D. Cal.), the court ruled in favor of Ploom and against iPloom, LLC and Anthony Marino, holding the counterfeiters liable for \$350,000 in damages, plus Ploom’s costs and attorneys’ fees. The judgment also enjoins iPloom and Marino from using Ploom’s trademarks, including the “X design,” “Pax,” “Ploom,” and the trade dress of the Pax vaporizer, and otherwise marketing or selling counterfeit versions of Ploom’s products. Additionally, the judgment requires Anthony Marino to transfer the <iploom.com> domain name to Ploom. Ploom also prevailed in its action against NYC retail store Jhony USA (*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 many complaints from users with poorly performing 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.