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**FOR IMMEDIATE RELEASE:**

**Mighty Bright Wins Battle over Counterfeit Products**

*April 14, 2011, Santa Barbara, CA* -- Upon returning from the MusikMesse Trade Show in Frankfurt, Germany, Mighty Bright is pleased to report triumph over unlawful copycat product distributors. Attempting to capitalize on the increasing popularity of Mighty Bright's innovative products, several Chinese manufacturers have copied and distributed imitation lights under a variety of brand names.

Resellers and users alike have been frustrated with the arrival of the mock Mighty Bright goods. Although strikingly similar in appearance to the genuine article, the knock-off products are of inferior quality and are sold at bargain bin prices. In the effort to defend its intellectual property Mighty Bright worked with its attorneys to develop an effective plan of action.

After multiple cease-and-desist warnings were ignored by the infringing companies, Mighty Bright increased the level of engagement. On the third day of MusikMesse, Mighty Bright's attorney and a high court bailiff presented themselves at the booths of the contravening companies. Following introductions and the presentation of Mighty Bright's patent paperwork, the copycat goods were confiscated and removed from the show floor. The fake goods will be destroyed.

Mighty Bright is pleased that justice was served in this instance. While the battle with copying companies is not yet won, this small victory will send a message to many: Mighty Bright will implement all legal means at its disposal to defend its intellectual property. Mighty Bright will continue to monitor the market for copycat goods and will take legal action against any violating companies.



*Mighty Bright attorney, German high court bailiff, sales representative Michael Vaughan, and sales manager Bob King hold boxes of seized counterfeit goods.*



*Mighty Bright attorney and German court bailiff present Mighty Bright product patents to a violating distributor.*

## **About Gold Crest, LLC & Mighty Bright**

Mighty Bright is the industry leader in the manufacture and distribution of innovative LED lighting products. The Mighty Bright brand is recognized as a mark of quality to consumers and professionals around the world. For more information contact Mighty Bright: 800.922.3233 / 805.683.9000 or visit [www.mightybright.com/music](http://www.mightybright.com/music).