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Oak Lawn Marketing wins suit against Fusion Marketing for infringing on Shark Steam Mop Design Rights

Oak Lawn Marketing, Inc. (OLM) won its suit against an Osaka-based company, Fusion Marketing, for infringements on Shark Steam Mop's design rights. On December 27, 2011 Presiding Judge Masayuki Abe of the Tokyo District Court ruled in favor of OLM and ordered Fusion Marketing to halt all sales of counterfeit goods and that monetary damages be paid to OLM.

Fusion Marketing sold counterfeit goods (about 6,000 units were sold with sales of about ¥57 million) through its company site and other channels that greatly resembled Shark Steam Mops sold in Japan by OLM. Prior to this suit, OLM notified Fusion Marketing that its counterfeit goods were infringing on OLM's design rights for Shark Steam Mop and asked Fusion Marketing to halt sales of the counterfeit goods. However, Fusion Marketing continued to sell the counterfeit goods that infringed on OLM's design rights.

In addition to Fusion Marketing's dishonest and malicious actions, prior to filing this suit OLM sent Fusion Marketing many notifications that it had also infringed on other OLM product intellectual property rights through advertising and product sales. After taking these reasons into consideration OLM decided to take legal action. Furthermore, at the current time OLM has a separate lawsuit in action against Fusion Marketing regarding infringement of trademark rights on other OLM products per Fusion Marketing's advertising campaigns.

OLM will continue to maintain a strict stance and send notices or file suits against companies that sell counterfeit goods regardless of the size of the business. In order to protect consumers and intellectual property rights from counterfeit goods, OLM is undertaking actions to strengthen its efforts.

Oak Lawn Marketing is a media and branding company headquartered in Nagoya, Japan with offices in Tokyo, Sapporo, and Fukuoka along with local operations in China and the United States. Through its three virtual store fronts, Shop Japan, Hill's Collection and exabody it strives to bring its customers exciting products from around the world.

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