

March 30, 2012

**Oak Lawn Marketing files suit against IRIS OHYAMA
for infringing on Unfair Competition Prevention Act,
claiming for suspension of the sales of counterfeit product
and damage compensation**

Oak Lawn Marketing, Inc. (OLM) filed a suit against IRIS OHYAMA Inc., the company famous for production, import and sale of the home plastic product and DIY product, and its subsidiary IRIS PLAZA Inc. on March 30, 2012, for their infringements on Unfair Competition Prevention Act. OLM has filed this lawsuit in the Tokyo District Court, asking for JPY 100 million of monetary damages; suspension of the import and sale of their counterfeit product which greatly resembles to OLM's Swivel Sweeper G2; and apology advertisement placement .

IRIS OHYAMA Inc. has imported and sold the counterfeit goods of OLM's electric cordless cleaner, Swivel Sweeper G2, through retail stores and websites including IRIS PLAZA, an online store run by IRIS PLAZA Inc.

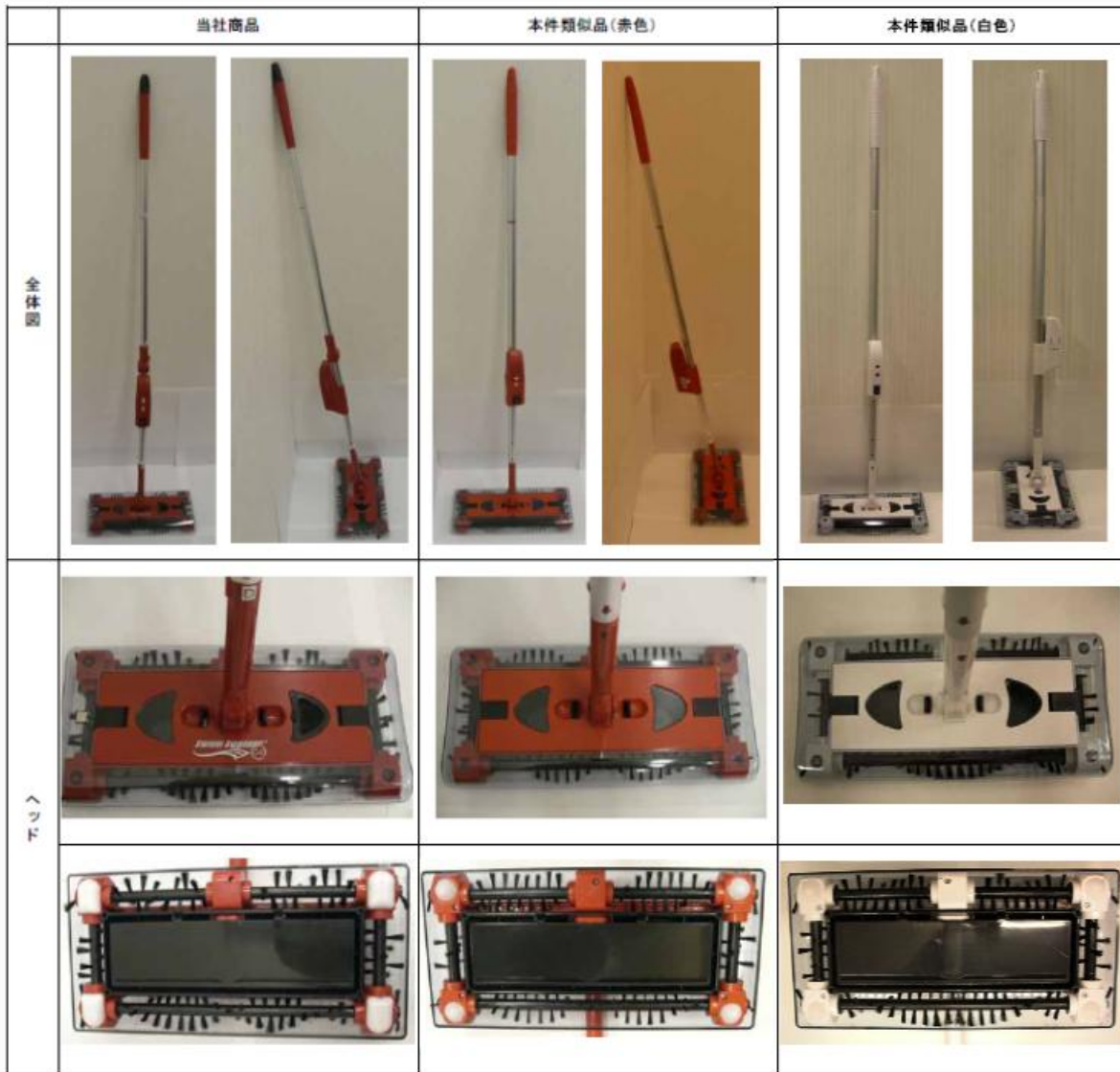
Prior to this suit, OLM notified IRIS OHYAMA Inc. that their product was infringing on Unfair Competition Prevention Act, and requested to discontinue its import and sale because it might confuse consumers with OLM's Swivel Sweeper G2. However, IRIS OHYAMA Inc. just changed the base color of the counterfeit item to white from red, as indicated in the below chart, and has been continuously selling it until now.

In addition to IRIS OHYAMA's dishonest actions towards several notifications and requests from OLM, adjacent display of the counterfeit goods and the OLM's product in retail stores has incurred a significant loss for OLM. After taking these reasons into consideration OLM decided to take legal action.

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

- Date of filing the lawsuit: March 30, 2012
- Plaintiff: Oak Lawn Marketing, Inc.
- Defendant: IRIS OHYAMA Inc. and IRIS PLAZA Inc.
- Venue for filing: The Tokyo District Court
- Subject for filing: Counterfeit goods of Swivel Sweeper G2
- Claims: Suspension of the import and sale of the counterfeit product

Comparison of Swivel Sweeper G2 and the counterfeit product:



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.

For more information, contact the PR Section at Oak Lawn Marketing, Inc.

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