

**LELO Responds to Appeal-Victory in We-Vibe's ITC Case, as Tiani and Noa Couples' Massagers Free to Re-Enter U.S Market**

**Stockholm/San Jose:** LELO representatives have responded to the May 11 ruling from the U.S. Court of Appeals for the Federal Circuit that the U.S. importation ban on the popular LELO Tiani and Noa couples' massagers has been overturned, as the June 2013 International Trade Commission (ITC) ruling has been formally determined as not being in accordance with law.

LELO representatives said they were pleased with the outcome, but expressed regret over the need for such a drawn-out appeal process, which they assert was an exploitation of regulations by Standard Innovation Corporation (SIC) and an action intended to prevent competition in the marketplace for its We-Vibe product line.

With the U.S. Court of Appeals for the Federal Circuit formally reversing the ITC's determination of finding of a violation, all the incorrect findings made by the ITC are void and LELO is free to begin importation of the previously banned Couples' Massagers to the U.S.

LELO will continue to pursue its claims against Standard Innovation in the districts courts. This win at the Federal Circuit comes at the heels of LELO's recent defeat of Standard Innovation's invalidation attempts at the U.S. Patent and Trademark Office. LELO's patent infringement claims against the inductively charged We-Vibes are set to proceed in district court beginning on June 17, 2015, where Standard Innovation is estopped from challenging the validity of LELO's patent.

Those retailers and distributors seeking to find out more about the impact this latest announcement for LELO has on their business, are invited to contact their local LELO sales representative or [legalteam@lelo.com](mailto:legalteam@lelo.com) directly.