



BUETHER JOE & CARPENTER, LLC
IP & COMMERCIAL LITIGATION

Buether Joe & Carpenter Announces Settlement for IP Holdings and Good Sportsman Marketing in Design Patent Case

DALLAS (September 30, 2010) – Buether Joe & Carpenter, LLC – an intellectual property and commercial litigation boutique law firm – is announcing that a settlement was reached on behalf of its clients IP Holdings, Inc. and Good Sportsman Marketing, LLC in a design patent case pending in the Eastern District of Texas.

The lawsuit filed in August 2007 by IP Holdings and GSM asserted that Toy Island (USA), LLC – the U.S. marketing arm of the Hong Kong-based Li & Fung Group – infringed a design patent pertaining to the design of clip-on book lights. The design patent asserted was U.S. Patent No. D498,322.

Under the terms of the settlement, Toy Island agreed to pay \$200,000 for past damages and future royalties of not less than \$100,000 during the next three years for use of the patented design and a running royalty afterwards.

IP Holdings' lead counsel in the case was Eric Buether of Buether Joe & Carpenter. IP Holdings was also represented by co-counsel Steven Peretz of the Miami firm of Peretz, Chesal & Hermann, PL and Mike Jones of the Tyler law firm of Potter Minton, PC.

This settlement is on top of settlements in excess of \$4.5 million reached in May 2010 on behalf of IP Holdings and GSM in another patent infringement and false advertising lawsuit also filed in the Eastern District of Texas against scouting camera manufacturer Non-Typical, Inc.

Good Sportsman Marketing, LLC, based in Grand Prairie, Texas, is a leading distributor of products designed for outdoor sportsmen, including outdoor-related products such as digital infrared motion detector scouting cameras, laser sights and super-bright LED, halogen and krypton lighting products. IP Holdings, Inc. is affiliated with GSM and is the owner of numerous patents relating to products sold by GSM.

Buether Joe & Carpenter, LLC is an intellectual property and commercial litigation boutique law firm focusing on patent, copyright, trademark, trade secret, and unfair competition lawsuits, as well as antitrust, contract and other business disputes for both

plaintiffs and defendants. BJC offers clients the expertise of attorneys with decades of experience in handling complex litigation in an effective and efficient manner.

For more information on Buether Joe & Carpenter, LLC, please see www.bjciplaw.com or contact Susie Klotz at 214.466.1277 or susie.klotz@bjciplaw.com.