



**BUETHER JOE & CARPENTER, LLC**  
IP & COMMERCIAL LITIGATION

## **Buether Joe & Carpenter Announces Settlement for IP Holdings and Good Sportsman Marketing in Patent Infringement and False Advertising Case**

DALLAS (June 1, 2010) – Buether Joe & Carpenter, LLC – an intellectual property and commercial litigation boutique law firm – is announcing that a \$4.5 million settlement was reached on behalf of its clients IP Holdings, Inc. and Good Sportsman Marketing, LLC in a patent infringement and false advertising lawsuit pending in federal court in the Eastern District of Texas.

The lawsuit filed by IP Holdings and GSM in April 2007 asserted that Non-Typical, Inc. dba Cuddeback infringed two patents relating to the design and function of motion detector game cameras. The contested patents were U.S. Patent Nos. 6,735,387 and 6,768,868.

These cameras are used to take digital photos of wildlife in their natural environment in response to certain triggering conditions such as motion.

The lawsuit also asserted that Non-Typical unfairly competed with GSM by engaging in a campaign of false advertising by making false claims of superiority of its products over those sold by GSM.

Under the terms of the settlement, Non-Typical agreed to pay IP Holdings and GSM \$4.5 million to settle the patent infringement and false advertising claims.

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 a settlement reached on behalf of GSM in the same lawsuit against Richard Scales Advertising Associates, Inc. The amount of that settlement is confidential.

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](http://www.bjciplaw.com) or contact Susie Klotz at 214.466.1277 or [susie.klotz@bjciplaw.com](mailto:susie.klotz@bjciplaw.com).