

## **Ericsson takes action against counterfeiters at CeBIT 2000**

**At this year's CeBIT exhibition in Hannover, Ericsson once again took firm action against companies exhibiting pirate mobile phone accessories. More than ten companies who were illegally using the Ericsson brand were handed over cease and desist letters as a part of the company's commitment to design and trademark protection. Thanks to previous efforts, the number of companies infringing on Ericsson's design or trademark rights had decreased dramatically.**

During the fair in Germany, Ericsson issued approximately 30 cease and desist letters to more than 10 manufacturers who were illegally using the Ericsson brand on their products or infringing on Ericsson's registered design rights. German court issued three injunctions to prohibit exhibitors from showing and selling counterfeit products.

The action at CeBIT is partly made to protect the brand, but also because counterfeit products often do not meet the manufacturer's quality and safety standards, making them suspected to malfunctions. In such cases, Ericsson can not accept warranty claims. At CeBIT, Ericsson found pirate accessories, including mobile phone batteries, front panels and cases.

"We have seen clearly this year that previous efforts have paid off, the number of companies exhibiting counterfeit products were considerably lower," says Jan Ahrenbring, Vice President Marketing and Communications at Ericsson Mobile Communications. "The actions taken will be carefully evaluated and possible future legal actions will be considered."

Additional information about Ericsson mobile phones is available on the World Wide Web at <http://mobile.ericsson.com>

*Ericsson is the leading provider in the new telecoms world, with communications solutions that combine telecom and datacom technologies with freedom of mobility for the user. With more than 100,000 employees in 140 countries, Ericsson simplifies communications for its customers – network operators, service providers, enterprises and consumers – the world over.*

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