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NITE IZE and AMAZON FILE LAWSUIT AGAINST COUNTERFEIT PRODUCT IMPORTERS

Counterfeits of Nite Ize's Award-Winning Steelie® Hands-Free Mobile Device Mounting System Targeted

BOULDER (July 9, 2019) – [Nite Ize®](#) and [Amazon](#) today jointly filed a lawsuit in U.S. Federal District Court against counterfeit product importers and sellers spanning three countries including the United States, Canada and China. The collaborative civil complaint punctuates the scope and pervasiveness of the counterfeiting, which wantonly targeted Nite Ize's award-winning [Steelie®](#) hands-free mobile mounting system.



“Upholding the integrity of our products against copycats masquerading as Nite Ize is of paramount importance,” said Clint Todd, Chief Legal Officer, Nite Ize. “We’ve been locked in an ongoing battle with counterfeiters for many years. When U.S. Customs and Border Patrol notified us of a counterfeit shipment of products it had seized, we weren’t surprised. However, the scope and complexity of the operation we uncovered was staggering.”

Launched in January 2013, Nite Ize's Steelie system is recognized as the industry leader for hands-free mobile device mounting. Steelie is the first mobile device mount that utilizes a patented, two-part magnetic ball-and-socket design enabling limitless adjustable viewing angles. The Steelie Ecosystem features a variety of mounts and pedestals for easily transferring devices from home to car to office.

Following the initial launch of the Steelie product line, Nite Ize began noticing an influx of knockoff and counterfeit products replicating Steelie product designs being sold online. The joint Nite Ize-Amazon lawsuit marks the second high-profile legal engagement undertaken by Nite Ize against counterfeits and knockoffs of the Steelie product line. The first was a two-year battle before the International Trade Commission (ITC). The ITC awarded a general exclusion order to Nite Ize, directing the U.S. Customs and Border Protection Agency (USCBP) to bar infringing products from entry into the United States. After being notified by the USCBP and uncovering additional findings through related court cases, Nite Ize learned that counterfeiters were attempting to skirt obstacles using a complex web of import and distribution points across North America to disseminate counterfeit items to Amazon distribution centers throughout the U.S.

“Amazon continues to invest and fight counterfeiters on all fronts—from developing technology to proactively prevent counterfeits, to working with brands, leaders in the public sector and law enforcement to hold bad actors accountable,” said Dharmesh Mehta, vice president, Customer Trust and Partner Support. “Counterfeit has no place in our store and we will leverage every tool available to protect brands like Nite Ize, our customers, and our store.”



Todd continued, “Throughout our history with Amazon, the company has consistently supported our efforts to remove counterfeit listings and sellers. By working together to fight counterfeiters, we’re able to ensure our mutual customers can confidently shop with the knowledge that they are purchasing, and ultimately receiving, genuine Nite Ize products.”

Nite Ize participates in Amazon’s brand protection programs Brand Registry and Project Zero. By sharing key information about Nite Ize’s brand, such as logos, product images, and product details, Amazon’s machine learning and automated brand protections continuously screens its stores and proactively blocks suspicious listings before they are ever seen. Additionally, through Project Zero, Nite Ize has the ability to instantly remove any counterfeit listing and Amazon takes learning from that instance to improve its proactive protections.

About Nite Ize

Founded in 1989 and headquartered in Boulder, Colorado, Nite Ize designs, manufactures and globally distributes innovative, inventor-driven products that creatively solve everyday challenges. Recognized as the creator of the first universal flashlight headband-mount and the leading hands-free mobile mounting system (Steelie®), Nite Ize today catalogs more than 500 products across various channels including: Mobile, Hardware, LED Lights + Accessories, Bike + Fitness, Pet, Games + Fun and Travel. Led by original founder Rick Case, Nite Ize team members are passionate about their products, customers, partners and the environment in which they live. In 2019, the company celebrates its 30th anniversary. For more information, visit Nitelze.com.

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