



FOR IMMEDIATE RELEASE

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## **OVERx AUTHENTICITY PROGRAM SAFEGUARDS CONSUMER SATISFACTION**

*San Luis Obispo, CA* – Live Eyewear’s OveRx Authenticity Program, launched in March of 2008, was initiated to combat counterfeit and low quality imitators of the company’s patented premium quality sunglasses designed to be worn over prescription eyewear. The program was designed to protect the public from purchasing over prescription sunglasses that they believed to be genuine Live Eyewear products.

“Due to the increasing public demand for specialty sunwear designed to fit over corrective eyewear, the Cocoon and Vistana brands have experienced exceptional growth and are now more than ever a target for counterfeiters. There are a vast number of less than reputable companies who are attempting to capitalize on the momentum and reputation we have worked so hard to establish. Unfairly, it is the consumer that bears the misfortune of purchasing a counterfeit product. Prior to establishing the OveRx Authenticity Program, we were routinely contacted by people who thought they owned a pair of Live Eyewear sunglasses and were inquiring about the terms of our lifetime warranty. Unfortunately, we had to inform them that their sunglasses were not the genuine article, were not covered by our warranty and most likely the reason they were experiencing a problem with the quality”, says Dave Dean, VP of Marketing.

The OveRx Authenticity Program uses a trademarked emblem to help consumers identify genuine product and retailers that have been approved to distribute Live Eyewear’s patented collections. The emblem is incorporated into each eyewear frame and retailers are provided with an official window decal and/or website graphic to identify them as authorized dealers.

“We have vigorously enforced our legal rights against those who choose to infringe our patents or simply pass their products off as ours. We’ll continue to protect our brands and our customers via the legal process, but the OveRx Authenticity Program has made a very positive impact already. Consumers now have a tool to use at the time of purchase which has decreased the number of fraudulent sales considerably”, states Dean.

Live Eyewear is headquartered in San Luis Obispo, California with sales offices throughout the world. The company’s renowned OveRx sunglass brand, Cocoon<sup>®</sup>, is recognized worldwide and is synonymous with comfort, convenience and quality. Live Eyewear’s focus on innovation in OveRx design resulted in the first ever sunglass collection designed to be worn over prescription eyewear that eliminated the need for independent side shields; Vistana<sup>®</sup>. For more information, contact Live Eyewear at 800.834.2563 or visit our website at [www.liveeyewear.com](http://www.liveeyewear.com).

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