

## PRESS RELEASE

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## COCOONS vs. UNAUTHORIZED ONLINE DEALERS

San Luis Obispo, CA - Live Eyewear, manufacturer of Cocoons Fitovers, has experienced significant increases in brand equity due to ongoing enforcement of its Minimum Advertised Price (MAP) policy and Intellectual Property rights. The company initiated an aggressive enforcement program in 2014 to combat the unauthorized resale of its products and abuse of the brand's numerous intellectual properties. The majority of marketplace offenders were identified as unauthorized online dealers.

Kieran Hardy, President, states, "Cocoons are intended to be sold by eye care professionals (ECP's). We have heavily invested our time and resources into developing professional-grade fitover collections that meet the quality expectations of discerning eyewear providers and consumers. We want consumers of the Cocoons brand to receive the superior expertise and service that is only offered by qualified, professional eye care providers. When purchasing a pair of Cocoons Fitovers from an ECP, the customer is treated to the type of experience we want associated with the Cocoons brand. The customer is fitted with the proper size and receives expert advice on the most appropriate lens system for their lifestyle. When the brand is made available by unauthorized online dealers at prices that an ECP is unable to compete with, it completely undermines the vision we have for our brands. The extraordinary lengths that gray marketers, MAP violators, and other unauthorized dealers will go to in an effort to cash in on our brand equity is nothing short of startling."

Hardy continues, "The Cocoons brand has achieved a significant following in the marketplace. The brand is regarded by many ECP's as the best in class. When an internet based operation, with dramatically less overhead, investment and expertise attempts to funnel consumer demand away from authorized Cocoons dealers, it erodes our reputation, our brands reputation and most importantly, short changes the consumer. In response to this increasing internet threat, we implemented a strategic initiative in 2014 to address the situation. We have supported the initiative with significant funding, staffing and tools, and we are now seeing positive results from our efforts."

The company reports that to date it has shut down over 200 unauthorized retailers, with less than 2% of the cases going as far as Federal Court.

"Although online eyewear sales are here to stay, we will do our part to make sure that our brand of fitovers are not found at half the price on home shopping channels, discount websites or mass-marketed. I believe ECP's who pay attention to brand placement, positioning and pricing are delivering a critical strategic advantage to their business," said Hardy.

"Our relationship with independent ECP's is very valuable to us. Without the trust and hard work of ECP's, Cocoons would have never achieved the market position the brand enjoys today. Our intent is to support our brand and our authorized dealers, not engage in unnecessary lawsuits. However, we take this initiative seriously and if an infringer does not comply with our requests, we are committed to the initiative and will follow through with legal action. Our primary goal is to ensure that the end consumer receives the most fulfilling experience possible when purchasing our products. The majority of independent ECP's, which make up the backbone of our authorized dealer network, don't have the resources required to fight back against online resellers that are undermining the premium brands they (ECP's) offer. We have the ability, resources and tools to address the problem with unauthorized online retailers, so we will not standby and ignore the online threat they (ECP's) face on a daily basis. There is no question in our minds that we are responsible for policing and monitoring the brand in the marketplace. We have tools, such as our Minimum Advertised Price policy, trademark, copyright/patent rights, and if absolutely necessary, we will pursue any available legal recourses in order to address inappropriate resale activities concerning our brands," said Hardy.

The Cocoons polarized fitover sunglasses collection is specially designed to be worn over ophthalmic eyewear frames and incorporates an array of patented features with professional grade components to deliver a superior fit, 360° of UV Protection®, and unparalleled quality in the fitover category. All Cocoons fitover sunglasses and low vision UV filters include a lifetime warranty on the frames, one year scratch resistance warranty on the lenses, a custom neoprene case, and large ultra-absorbent lens cloth.

*Live Eyewear is located on the central coast of California in San Luis Obispo. The company's patented sunwear collections are featured at eye care professionals and better quality sporting goods locations worldwide. Live Eyewear's focus on quality, unsurpassed customer service, and creative innovation has made them a leader in over prescription sunglasses and low vision aids. For further information contact Live Eyewear at 800.834.2563 or visit [www.cocoonseyewear.com](http://www.cocoonseyewear.com)*