

## **Innovation First Seizes Thousands of Copycat HEXBUG® Nano™ Products in Defense of Intellectual Property Rights**

*UK Online Retailer Toysmart Agrees to the Immediate Destruction of Copycat Robotic Toys*

**Warrington, United Kingdom – January 24, 2012** –Innovation First International (UK) Limited and Innovation First International today announced the company has successfully thwarted a Chinese manufacturer as well as Toysmart Ltd, an online UK retailer, from importing nearly 7,000 copy micro robotic toys at the port of Southampton. The copycat product shipped from Bort Electrical Co., Ltd to Toysmart Ltd, who intended to sell the goods to its European customers. In collaboration with UK Customs officials, the company worked swiftly to ensure the seizure of the products and their destruction.

“The success of our global strategy to protect our intellectual property hinges upon our ability to defend our brands at the local level,” explained Tony Norman, president and CEO of Innovation First International. “We will continue to work closely with Customs agencies around the world, and invest significant time and resources to ensure that we are vigilant against product that could infringe upon our intellectual property regarding the HEXBUG Nano or any of our other products.”

Innovation First takes these measures to stop Bort Electrical Co., Ltd and Toysmart Ltd from infringing the company’s intellectual property, and reminds retailers, buyers and others in the supply chain to be mindful of their actions in order to reduce the chance of putting their company, or themselves, in jeopardy of intellectual property litigation. “Copycat companies try to hide behind foreign entities that can pop up and down much like moles, in an attempt to evade legal actions. Unlike offshore manufacturers, retailers cannot hide from the courts by shutting their doors and opening up again next door,” continued Norman. “Given this, we’ve re-focused our strategy to target retailers, who often profit most by infringing our intellectual property.”

Retailers and buyers interested in learning more about Innovation First’s offerings are invited to set up a meeting with the company, which will be showcasing it’s expanding product lines by appointment at the 2012 London Toy Fair from January 24-26, 2012 at the London Olympia Exhibition Centre, at the Spielwarenmesse International Toy Fair in Nuremburg, Germany from February 1-6, 2012 and at the American International Toy Fair in New York from February 12-15, 2012 at the Jacob K. Javits Convention Center.

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**Notes to editors:**

For more information please contact Esther Rawlings at Cohn & Wolfe at [esther\\_rawlings@cohnwolfe.com](mailto:esther_rawlings@cohnwolfe.com).

**About HEXBUG and Innovation First:**

HEXBUG® is a product line developed by Innovation First Inc., and distributed and marketed by Innovation First Labs, Inc. and Innovation First International (UK) Limited, wholly owned subsidiaries of privately held Innovation First International, Inc. The company was founded on the belief that innovation very early in the design process is necessary to produce simple and elegant product designs. Innovation First began developing electronics for unmanned mobile ground robots and is now an industry leader in research and development for the hobby, competition, education and toy markets.