

Bridgestone wins trademark infringement lawsuit against Chinese manufacturer

Tokyo, Japan – Bridgestone Corporation announced that it has won a lawsuit against Chinese tire manufacturer Guangzhou Bolex Tyre Ltd. regarding infringement of trademark rights. In March 2010, Bridgestone Corporation filed a trademark infringement lawsuit alleging that Guangzhou Bolex Tyre Ltd. infringed upon Bridgestone's trademark rights by manufacturing and selling tires under the name "Gemstone," a name similar to "Bridgestone," a registered trademark of the company. The lawsuit was filed in the Tianjin Binhai New Area People's Court. After Bridgestone's claim was upheld in that court, Guangzhou Bolex Tyre Ltd. filed an appeal in the Tianjin No.2 Intermediate People's Court, and in January 2013, Bridgestone's claim again was upheld and the original court decision was confirmed. Accordingly, the court ordered Guangzhou Bolex Tyre Ltd. to cease the production and sales of Gemstone tires and pay damages. The Bridgestone Group is committed to protecting its intellectual property, and will continue to take aggressive action in the courts and before regulators to dispute any unauthorized use or infringement of Bridgestone trademarks or other intellectual property, and will oppose any attempt to sell goods under names confusingly similar to Bridgestone trademarks. These actions are necessary to protect consumers and to maintain and enhance Bridgestone's brand value.