

## **Bosch campaign successfully defends brand and trademark against counterfeits**

### **Federal court enters judgment prohibiting counterfeiting of BOSCH trademark based on joint stipulated motion**

October 13, 2017

- ▶ SIC Autoparts LLC is subject to permanent injunction.
- ▶ This decision marks the latest success in a series of lawsuits defending the Bosch brand

**BROADVIEW, III.** – Robert Bosch LLC announces that the United States District Court for the Southern District of Florida has entered a judgment in favor of Bosch regarding its complaint against SIC Autoparts LLC (Case No. 2:17-cv-14030). The complaint alleged that the company offered for sale, and sold, counterfeit Bosch automotive aftermarket products. SIC purchased counterfeit products from non-Bosch vendors including several in China.

A federal court will retain jurisdiction to enforce the permanent injunction and the terms of the settlement agreement. The judgment prevents SIC from using the Bosch name and trademarks for the sale, advertising or promotion of non-genuine Bosch product as genuine Bosch product.

With this judgment, Bosch has succeeded in defending the BOSCH trademark in a series of lawsuits. The company strongly believes that defense of its intellectual property is of vital importance not only to Bosch but to the automotive aftermarket in total and will continue to seek out and take action against counterfeiters.

"Bosch will continue its enforcement of a zero tolerance policy against counterfeits which are harmful to our industry," said Enrico Manuele, regional president, Bosch Automotive Aftermarket North America. "We are pleased with the outcome of this action as it continues to send a strong message to potential counterfeiters. The ruling furthers our objectives to discourage the spread of counterfeits in North America. Counterfeit, non-genuine Bosch parts are consistently below Bosch standards and can be dangerous and compromise vehicle safety and performance."

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#### **About Bosch**

*The Automotive Aftermarket division (AA) provides the aftermarket and repair shops worldwide with a complete range of diagnostic and repair shop equipment and a wide range of spare parts – from new and exchange parts to repair solutions – for passenger cars and commercial vehicles. Its product portfolio includes products made as Bosch original equipment, as well as aftermarket products and services developed and manufactured in-house. More than 18,000 associates in 150 countries, as well as a global logistics network, ensure that some 650,000 different spare parts reach customers quickly and on time. In its “Automotive Service Solutions” operations, AA supplies testing and repair-shop technology, diagnostic software, service training, and information services. In addition, the division is responsible for the “Bosch Service” repair-shop franchise, one of the world’s largest independent chains of repair-shops, with some 17,000 workshops. In addition, AA is responsible for more than 1,000 “AutoCrew” partners.*

Additional information can be accessed at [www.bosch-automotive.com](http://www.bosch-automotive.com).

*Having established a regional presence in 1906 in North America, the Bosch Group employs nearly 32,800 associates in more than 100 locations, as of December 31, 2016. In 2016 Bosch generated consolidated sales of \$13.7 billion in the U.S., Canada and Mexico. For more information, visit [www.boschusa.com](http://www.boschusa.com), [www.bosch.com.mx](http://www.bosch.com.mx) and [www.bosch.ca](http://www.bosch.ca).*

*The Bosch Group is a leading global supplier of technology and services. The company employs roughly 390,000 associates worldwide (as of December 31, 2016) and generated sales of 73.1 billion euros (\$80.9 billion) in 2016. Its operations are divided into four business sectors: Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology. As a leading IoT company, Bosch offers innovative solutions for smart homes, smart cities, connected mobility, and connected industry. It uses its expertise in sensor technology, software, and services, as well as its own IoT cloud, to offer its customers connected, cross-domain solutions from a single source. The Bosch Group’s strategic objective is to create solutions for a connected life, and to improve quality of life worldwide with products and services that are innovative and spark enthusiasm. In short, Bosch creates technology that is “Invented for life.” The Bosch Group comprises Robert Bosch GmbH and its roughly 440 subsidiaries and regional companies in some 60 countries. Including sales and service partners, Bosch’s global manufacturing, engineering, and sales network covers nearly every country in the world. The basis for the company’s future growth is its innovative strength. At 120 locations across the globe, Bosch employs 59,000 associates in research and development.*

Additional information is available online at [www.bosch.com](http://www.bosch.com), [www.bosch-press.com](http://www.bosch-press.com), <http://twitter.com/BoschPresse>.

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