



## OKIA: THE BATTLE AGAINST COUNTERFEITING

### THE COMPANY TAKES LEGAL ACTION TO DEFEND THE INTELLECTUAL PROPERTY OF ITS PRODUCTS

Characterized by a constant commitment to innovation, the company has been on the market for almost 30 years and offers a complete service to meet a variety of demands from the optics sector for product design, development, production and delivery.

Specifically, the R&D department has developed and patented an exclusive High-Definition acetate technology that meets all requirements without limiting creativity. High-Definition acetate is in fact an innovation in terms of design and technology. Produced and patented by OKIA, HD Acetate opens up new color and pattern dimensions for fashionable eyewear suitable for a modern lifestyle.

Due to its peculiarities, certain competitors have appropriated and exploited HD technology thereby infringing product copyright. The HD Acetate technology has been patented exclusively by OKIA, the only company to hold the industrial and intellectual rights and the patterns created from it. The company in Hong Kong has made it known that it intends to take legal action against anyone who infringes these rights.

"The promotion and spread of HD Acetate intellectual and industrial property rights is the duty of all operators in the sector and not just that of manufacturers" the company stated. "Apart from the financial damage, it must be remembered that in many case a counterfeit product puts consumer health at risk because it lacks quality and safety standards. It is for this reason that we will intensify our efforts, which will include legal action, to protect our work, our company, our intellectual property rights and end users, who must have the guarantee and certainty that they are buying an original product and not one that is counterfeit.