

News Release

ASICS SEEKS INJUNCTION AND DAMAGES FROM SKECHERS USA

Irvine, CA (May 19, 2010) – ASICS America Corporation (Irvine, Calif.) and ASICS Corporation Japan (Kobe, Japan) announced today, May 19, 2010, that they have filed a lawsuit in the U.S. District Court, Central District of California against Skechers U.S.A., Inc. (Manhattan Beach, Calif.) for trademark infringement, unfair competition, trademark dilution and false advertising. ASICS is seeking a permanent injunction against Skechers to prevent any future sales and distribution of shoes that bear a stripe design similar to ASICS' famous stripe design. In addition, ASICS seeks damages, including profits and attorney fees.

This will be the second suit in three years filed by ASICS against Skechers based on Skechers' infringement of the ASICS' Stripe Design mark. The first lawsuit was settled [ASICS Corp. et al v. Skechers U.S.A. Inc., Civil Action No. 8:07-cv-00103-AG-PJW (C.D. Cal. 2007)].

The current Complaint includes a list of numerous Skechers shoes that ASICS claims have stripes that are confusingly similar to ASICS' globally recognized Stripe Design mark.

"ASICS has spent over 40 years building a world renowned premium brand and nurturing the goodwill represented by this mark," says Michael Zall, Vice President and General Counsel for ASICS America Corporation. "We will do what we must to protect the ASICS brand and to maintain its integrity.

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Anima Sana In Corpore Sano, meaning "A Sound Mind in a Sound Body," is an old Latin phrase from which ASICS is derived and the fundamental platform on which the brand still stands. The company was founded more than 60 years ago by Kihachiro Onitsuka and is now a leading designer and manufacturer of running shoes, as well as, other athletic footwear, apparel and accessories. For more information, visit www.asics.com.



The stripe design featured on the sides of ASICS® shoes is a trademark of ASICS Corporation and is a registered trademark in most countries of the world.