

MARSHALL, Texas, Oct. 11, 2013 /PRNewswire/ -- A Marshall jury awarded \$10 million dollars to Luv n' care, Ltd. today, in the culmination of a three year lawsuit against Royal King Infant Products, Ltd. in federal court. The suit, brought to redress Royal King's repeated copying of Luv n' care's famous NUBY® brand baby products, was a major victory for Luv n' care against the Thailand manufacturer. In its verdict, the jury found Royal King guilty of making and selling confusingly similar imitations of Luv n' care's popular designs, in breach of a prior settlement agreement between the parties. As a result, Royal King will be forced to pay an expected seven figures in attorneys' fees and costs, in addition to the multi-million dollar damage award. Luv n' care also expects the Court to enter an injunction in accordance with the verdict, which will permanently prevent Royal King from further selling its unlawful imitations anywhere in the world.

"This is the third time Royal King has been sued by Luv n' care," CEO Edward Hakim said. "The lawsuits were about much more than just money. They were about values. At NUBY(R), we value innovating and dedicating ourselves to creating the best products in the world. We make these products to better the lives of children and parents, not for our competitors to steal and copy. I want to thank the jury for signaling to Royal King, and the rest of the industry, that stealing our designs is wrong. We won't stand for it, and will sue anywhere in the world necessary to protect our rights."

This lawsuit follows a string of successful legal victories protecting Luv n' care's rights in its NUBY® brand innovations, including suits against Walgreens, Atico, Tommie Tippee, Kmart, Sassy, The First Years, Philips AVENT, Baby King, Novatex, and others. Suits have also been filed against Munchkin and Toys R' Us/Babies R' Us for copying the same NUBY® no-spill cups at issue in the Royal King suit. "Luv n' care will continue to prepare and file actions against retailers and manufacturers who willfully copy our successful NUBY® products. Consumers deserve true innovation. Until infringers are made to pay, real innovation will be underfunded -- to the detriment of children and parents everywhere," concluded CEO Hakim.

Luv n' care's long tradition of innovation has made it one of the leading baby and toddler product innovators worldwide. Its mission is to create fun, safe, products that aid in the development of children while making parents' lives easier.

NUBY Baby Products Awarded \$10 Million Judgement

Written by Australian Business

With countless patents, trademarks and copyrights in its full infant feeding and teething lines, the NUBY® brand is famous throughout the United States and in over 150 countries. A recipient of many coveted industry awards, Luv n' care has decades of experience and will continue to better the lives of parents and children. For more information, please visit www.nuby.com.

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