

## White and Williams Ends Sale of Over 150 Patent-Infringing Baby Feeder Products on Amazon.com

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White and Williams recently implemented a new, cost-effective strategy to help a client simultaneously shut down over 150 unauthorized third-parties selling infringing products on Amazon.com.

Herman Lo, founder of kidsme, invented an innovative silicone baby feeder that has achieved significant world-wide commercial success. White and Williams secured patent protection for the baby feeder product and has enforced those patent rights in the U.S. and abroad. As a result of the popularity of kidsme's baby feeder product, over 150 unauthorized copycat versions appeared for sale on Amazon.

To stop the many infringers in a cost-effective manner, we filed a complaint on behalf of kidsme alleging patent infringement against one of the sellers of infringing products in federal district court. As part of that complaint, we included a detailed infringement chart demonstrating how the accused product infringed and did so in a manner that could allow that chart to be applied to the copycat products offered on Amazon. We quickly received a judgment of patent infringement and worked closely with Amazon in-house counsel to remove the remaining sellers of duplicate infringing products from its site. Our client was thrilled with our ability to cooperate with Amazon to stop so many infringers from selling on a major marketplace with one lawsuit.

Frank Bruno, Partner and Co-Chair of the Intellectual Property group, represented Fu Hong Industries (d/b/a kidsme) in this case.