

Carlini Stops Imitation Handlebars With Lawsuit And Hammer

(SANTA ANA, Calif., Feb. 6, 2006) – A trade dress and trademark infringement lawsuit between Carlini Enterprises and three East Coast companies ended Feb. 1 with a victory for Carlini and the destruction of nearly 300 steel handlebars manufactured by V-Twin, Tedd Cycle and Zoom Cycle that were lesser-quality imitations of Carlini products.

Based in Santa Ana, Calif., Carlini Enterprises specializes in the design and production of innovative, high-quality parts for Harley Davidsons and choppers.

“We reached settlement last October, but the court officially closed the lawsuit Feb. 1. We were allowed to destroy these cheap imitations and this was sweet vindication of the Carlini brand whose reputation of excellence began 30 years ago when my father started the company,” commented Tony Carlini, Jr., president and owner of Carlini Enterprises.

Carlini, with helpers alongside, personally destroyed the imitations – using hammers to permanently degrade the products. “It was a great feeling to get rid of these cheap knock-offs, but it was exhausting work. We made sure to dent each handlebar and the imitation riser bushings – we broke two hammers and my father-in-law cut his hand in the process. But it was worth it – we saved consumers from buying bad products – and thinking they were Carlinis.”

“It wasn’t a difficult decision for the Carlini family to decide to defend their name. They have been in business for three decades and are respected for their high-quality, custom products. Tony Carlini, Sr. was a pioneer in the chopper industry,” explained Becky Christensen, Esq. of O’Connor Christensen & McLaughlin LLP in Irvine, Calif., the lead attorney for Carlini.

“One of the goals of our lawsuit was to get these imitation bars out of circulation to protect consumers as well as Carlini. We achieved that and also have demonstrated that Carlini will not allow anyone to sell imitations that harm the company’s reputation,” Christensen added.

Carlini originally asked V-Twin Manufacturing and Tedd Cycle, based in Newburgh, New York, and Zoom Cycle, based in Connecticut, to stop selling the inferior products that infringed on their trademark and trade dress. When they refused, Carlini responded by suing in the federal court in California.

It all started after an angry consumer returned a pair of imitation bars to Carlini. “My stomach flipped when I saw those bars,” said Carlini. “The welds were sloppy, the bars were a cheap lightweight construction and the risers were not spaced right.” While the consumer thought he had gotten a bargain on genuine Carlini SuperSweeps, the

products were cheap imitations. The lawsuit also involved Carlini's hidden riser bushings and nacelle kits, designed and sold exclusively by Carlini.

"I personally designed the SuperSweeps' curving risers and cross bars," said Carlini. "There is nothing else like it on the market. We've worked hard to make the highest quality parts available. Nothing goes out of our warehouse without careful quality inspection – the slightest scratch or the smallest ripple in the chrome or steel is absolutely rejected."

About Carlini Enterprises

Carlini Enterprises, based in Santa Ana, Calif., specializes in the innovation of high-quality parts for Harley Davidsons and choppers, including their unique SuperSweeps and Clean Sweeps handlebars. Carlini will be introducing several new, patented handlebar designs in 2006. For information, please visit the company's website at www.carlinidesign.com.

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