

## European Patent Office grants Standard Innovation couples vibrator patent

**March 30, 2016 — OTTAWA, ONTARIO** — Standard Innovation<sup>®</sup> announces that the European Patent Office has granted the company a patent covering the innovative We-Vibe<sup>®</sup> couples vibrator. European Patent EP 1 824 440 B1 extends intellectual property protection of the company's couples products in the European marketplace. Granted on March 9, 2016, the patent is now being validated in all designated European Patent Organization member states.

"Bruce Murison invested years of this life to invent and bring to market the world's first couples vibrator," said Frank Ferrari, president of Standard Innovation. "Seeing our flagship patent granted in Europe, a key We-Vibe market, is further recognition of Bruce's innovative achievement."

Standard Innovation will continue to enforce its valuable intellectual property rights. The company will protect itself from those who distribute, market and/or sell products that infringe its patents. Patents that protect its innovative couples vibrator products are held in Australia, Canada, China, Europe, Hong Kong, Mexico and the United States. Samson & Partner represented Standard Innovation before the European Patent Office, and Osler, Hoskin & Harcourt LLP is the company's coordinating intellectual property counsel.

Standard Innovation invites its distribution and retail partners to contact them with any questions at [legal@standardinnovation.com](mailto:legal@standardinnovation.com).

### **About Standard Innovation<sup>®</sup>**

Standard Innovation Corporation is a world leader in designing and manufacturing high-quality, body-safe, eco-friendly intimate products. Its original and signature couples product, We-Vibe<sup>®</sup>, quickly became the fastest selling sexual wellness product of its type in history. The full line of We-Vibe<sup>®</sup> products is currently available at thousands of retail locations in over 50 countries around the world.

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