



ORANGE
BRANDS
MANAGEMENT

SUSHISAMBA® WINS TRADEMARK DISPUTE IN ICELAND

New York, December 1, 2016 - We have been engaged in a long running trademark dispute with an unlicensed, unauthorized imitator in Iceland who was attempting to trade off of the **SUSHISAMBA** brand in flagrant violation of our exclusive worldwide rights. We are very happy that the Supreme Court of Iceland has determined that our view was correct and that this unlicensed imitator had no right to trade off the **SUSHISAMBA** brand. The result of the ruling is a final, non-appealable judgment in which we were awarded both damages and our attorney's fees. The court ordered the imitator to cease all usage of the **SUSHISAMBA** brand and cancelled their trademark registration on the basis that it had been registered in bad faith. This is a huge coup for **SUSHISAMBA** as we continue to expand our brand in new countries. **SUSHISAMBA** was represented by Kane Kessler in the U.S., and by the firm of Sigurjónsson & Thor in Reykjavik, Iceland.

About SUSHISAMBA

SUSHISAMBA celebrates the culture and cuisine of Japan, Brazil and Peru. The menus are a thrilling mix of new and signature dishes with an emphasis on picante flavors, the finest ingredients and artful presentations. Complementing the cuisine, the restaurant offers specialty cocktails, cultural spirits such as shochu, pisco and sake and a large selection of wine and Champagne. The restaurant is operated by **Orange Brands Management**, which oversees **SUSHISAMBA** locations in New York, Las Vegas, Miami and London as well as Duck & Waffle in London. www.sushisamba.com.