

Alamo InventorsSM



LINKING PATENTS, TRADEMARKS AND COPYRIGHTS WORLDWIDE TO PROTECT THE RAINBOW LOOM

Ted Olds & John Siragusa

Ted Olds and John Siragusa from the Intellectual Property Law Firm, Carlson, Gaskey & Olds, P.C. www.egolaw.com will discuss their efforts representing the Rainbow Loom against copiers, counterfeiters and knock-off artists. Ted has been an Intellectual Property Attorney for over 30 years, and John for over 20 years. Their practice involves patent prosecution, litigation in U.S. District Court and the International Trade Commission, trademarks and copyrights. All of that expertise became important when the Rainbow Loom became the hottest fad product in the World in 2013 and 2014.

The Rainbow Loom is a loom that is utilized to make bracelets or other items from small rubber bands. <https://rainbowloom.com/> It was named Toy of the Year in 2014. As its popularity increased, cheap knock-offs, more sophisticated design around attempts and eventually flat out counterfeits began flooding the United States, Europe and Asia. Ted and John will talk about their efforts to stem this flow of infringing products including enlisting Customs in several countries and the court systems. They will talk about what was successful and what was not so successful. Further, they will talk about the basic protection that Rainbow Loom luckily obtained early on that gave it the ability to fight back.

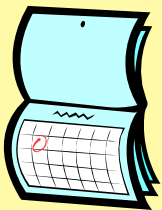
The Rainbow Loom was invented by Cheong Choon Ng. He was an independent inventor working as an engineer at an automobile company when the product was created, and began to take off. He was soon working full time with his family marketing, manufacturing and selling the Rainbow Loom. He is truly an independent inventor success story. At one time the product was so popular that for weeks Jimmy Kimmel featured it, eventually wearing a suit made from the linked rubber bands.

See The USA Today story on the Rainbow Loom [HERE](#).

Happy New Year!

Note: This will be an off-site [Zoom](#) presentation. Watch it on your computer or cell phone. See www.alamoinventors.org to register for the Zoom presentation.

[Join/Renew](#) Alamo Inventors annual membership (\$25 Individual/\$95 Corporate), thanks!



Wednesday, January 13, 2021

6:00 – 6:30 - Q&A; 6:30-8:00 PM – Presentation

San Antonio Technology Center [See Note Above](#).

3463 Magic Drive

(North of I-410 Between Callaghan and Fredericksburg Roads)

Public Invited

Alamo Inventors, Inc. is a 501(c)3 non-profit corporation made up of local area engineers, business people, professionals, students, faculty and people from all walks of life. Anyone interested in inventing and/or business and product development is welcome to attend and become a member.

For more information visit:

www.alamoinventors.org