



## **DIESEL WINS LAWSUIT AGAINST COSMOS WORLD SL TO STOP THE UNAUTHORIZED PRODUCTION OF ACCESSORIES UNDER THE DIESEL BRAND**

**Breganze, Italy** – A new success for Diesel in its 360° offensive strategy to protect the brand. On April 28, 2015 Diesel won the lawsuit against COSMOS WORLD SL, FLEXI CAUSAL SL and MANUEL GINER RODRIGUEZ. The Community Trade Mark Court of Alicante rendered a first instance ruling stating that the company Diesel is the sole owner of the Diesel brand (and its related logos and trademarks), and has the right to revoke any authorization to use them, which might have been given in the past.

Any Diesel-branded good produced by these companies (mostly shoes and bags) and introduced in the European Union represents an infringement: this decision will have an impact on the Spanish market but also on many other European and South American countries, where COSMOS WORLD SL has been operating illegally in the past years.

The Court states that COSMOS WORLD SL is infringing the Diesel trademark rights and condemns the company to immediately cease the manufacture, distribution and any form of marketing of these products; to withdraw from the market and destroy all products incorporating the brand; to delete the domain name [www.dieselfootwear.es](http://www.dieselfootwear.es); and to indemnify Diesel for the damages caused.

Diesel CEO Alessandro Bogliolo thus comments: “It took 16 years to get here, but we are satisfied with the ruling which clearly states the right of an iconic brand to protect its image from infringing acts. As a first step we are now asking the collaboration of our business clients in order to identify all items currently on the market to avoid further unauthorized distribution, and we are already having many of them confiscated. We are looking forward for the ruling to be enforced as it will protect our existing and future consumers from incorrect communication”.

This step marks a new success in Diesel’s global offensive to defend its brand and its values of innovation and creativity, which have always been part of its DNA. The company has been actively battling issues of counterfeiting and illegal distribution, with a special focus on the online market and on illegal trafficking through international customs. Actions to date have generated substantial impact and decreased the number of Diesel infringing products on the marketplace.