

# Building a smoke-free world

*As the world's largest provider of vaping equipment, SMOORE International Holdings Limited (hereinafter referred to as "SMOORE", stock code: 6969.HK) is committed to bringing a unified and complete standard to the entire vaping industry. The company is headquartered in Shenzhen, China, and offers vaping technology solutions with advanced R&D technology, strong manufacturing capacity, a wide-spectrum product portfolio and a diverse customer base. In September 2020, a New York federal judge granted SMOORE a \$5.4 million default judgment and permanent injunction against more than 100 defendants accused of selling VAPORESSO and SMOORE's self-branded counterfeit goods.*

SMOORE was founded in 2009, as a pioneer in the emerging vaping industry. It develops the most up-to-date technology and plays a significant role in advancing the whole industry. Strong R&D capability, superior quality and excellent service have won the company a good reputation from overseas markets. Through years of comprehensive OEM/ODM service, SMOORE's products have established their presence all over the world, notably through partnerships with high-profile retailers. After extensive years of development, it is composed of a number of large production bases, a top-ranked materials basic research

institute, technology center, and technology industrialization center and is committed to satisfying customers' production capacity needs, technology research and development.

SMOORE is the world's biggest vaping device provider -and the first to be listed in the vaping industry-, that owns two technology brands (CELL+FEELM) and self-owned brand VAPORESSO. A company spokesperson says: "SMOORE has more than 11 years' experience in the field of OEM/ODM and has been synonymous with high quality. We are the pioneer in the vaping industry, specialized in heating element

technologies. Our strong R&D capability, superior quality, and excellent service have caused SMOORE to win a global market share of over 16.5%."

He adds that the company is strongly focused on research of the core vaping technologies in open-system vapes, of which VAPORESSO, one of the SMOORE sub-brands, is a good example. The company keeps innovating and aims to offer its customers alternatives to smoking conventional cigarettes with cutting-edge technologies and guaranteed quality, building up to a smoke-free world. "At present, we have a number of world-class leading laboratories, and we have hired a professional team composed of a number of PhDs to meet our persistent demand for fundamental research. At the same time, we have established pharmaceutical-grade factories that are highly equipped with automated production lines to ensure the quality of our products."

VAPORESSO is entirely focused on





meeting the needs of customers, the dependence on nicotine is the main reason why it is difficult for users to get rid of smoking. “Therefore, one of the main innovation’s directions is to let our users get enough nicotine satisfaction through our products.”

SMOORE is set to bring its innovative vaping products into the Premarket Tobacco Product Application (PMTA) regulatory framework of the FDA. At present, the first group of PMTA products submitted by VAPORESSO has passed the FDA’s second round, the filing stage. “We have tremendous confidence in passing the final stage of reviewing, and the faith in building a pleasant vaping environment through our efforts on PMTA,” SMOORE’s spokesperson says. In 2020, SMOORE was granted an award of \$5.4M in a trademark infringement suit against more than 100 defendants accused of selling VAPORESSO and SMOORE’s self-branded counterfeit goods.

SMOORE states that the emergence of counterfeit products in the international market means that its brand’s global brand awareness has reached a very influential level, which will lead to criminals trying to steal its brand title to produce and sell these counterfeit goods. “For this kind of phenomenon, in line

with the original intention of protecting the legitimate rights and interests of our customers, as well as maintaining the brand’s own image and interests, we have adopted a zero-tolerance attitude to these illegal organizations, and severely cracked down on their counterfeit products that misappropriate our brand names,” SMOORE firmly states.

The default judgment is for \$50,000 dollars per defendant and transfers to SMOORE the frozen assets of the defaulting defendants. SMOORE filed the complaint in 2019, alleging trademark counterfeiting and infringement against defendants located in China but conducting business in the U.S. and other countries by means of their merchant storefronts on some online marketplace platforms. In the same lawsuits, SMOORE settled with a significant number of defendant sellers who paid compensation for infringement and cooperated to identify their sources of supply of counterfeit products.

In the future, the company expects to face many challenges in the process of safeguarding the rights and interests of the brand. “Winning this lawsuit represents a phased victory. The success of SMOORE’s rights protection, including VAPORESSO, in overseas markets not

only demonstrates our determination to fight counterfeit products, but also our hopes that through the joint efforts of us and the Ministry of Justice of various countries, we will contribute to the development of a healthy vaping ecosystem.”

Through continuous technological innovation and by overcoming technical barriers, SMOORE strives to allow vaping technology to be applied to more industries, bringing benefits to people’s health. For its own brand VAPORESSO, the company is dedicated to building a world-class leading vaping brand, continuing to serve customers globally, and bringing them high-quality products and services.



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