

In May 2012, Newborn Brothers Company initiated a lawsuit in the United States District Court for the District of New Jersey against its competitor Albion Engineering Company alleging that Albion was in violation of the United States Lanham Act and New Jersey law because Albion was falsely advertising that its products were made in America when they were not. Newborn brought the claim in order to level the playing field in the dispensing gun market. In 2020, the Court determined that Newborn's claims were not merely allegations, but that Albion violated the Lanham Act and New Jersey law because Albion made false representations to consumers and the marketplace about the country of origin of its products. On February 29, 2024, following additional proceedings, the Court determined that because of Albion's misconduct, Newborn is entitled to a disgorgement of Albion's ill-gotten profits and pre-judgment interest in excess of 2.1 million dollars.

The Court has further imposed a permanent injunction requiring that Albion take extensive corrective action to address its deceptive conduct. The terms of the injunction include but are not limited to the requirements that Albion: (i) provide the Court order imposing the injunction to distributors; (ii) supply notices to be displayed at each distributor location addressing the country of origin of Albion's products and Albion's previous misrepresentations; and (iii) requiring the packaging of Albion dispensing guns with any foreign components to include a list of each component and its country of origin until Albion receives a decision from United States Customs and Border Protection addressing the country of origin marking requirements specific to its manufacturing processes.

Newborn is pleased with the Court's decision to hold Albion accountable for its conduct and looks forward to continuing to compete with Albion in the dispensing gun marketplace. The Court's decision is not only a victory for Newborn but also a victory for consumers who are entitled to transparency when making purchasing decisions. Newborn hopes that the Court's decision is a deterrent for other companies from engaging in similar misconduct.

Newborn intends to donate a significant portion of the Court's award to a charity benefiting military veterans. A link to the Court's decisions can be found on [Newborn's website](#).