

KIM KARDASHIAN WEST SUED BY SNAP LIGHT, LLC FOR \$100M OVER SELFIE CASE

Kardashian West's LuMee® Case Violates SnapLight® Manufacturer's Exclusively Licensed Patent

SAN DIEGO, CA – Snap Light, LLC has filed a \$100M patent infringement case against Kim Kardashian West alleging Kardashian West's LuMee® Case willfully violated Snap Light, LLC's exclusively licensed patent for LED lights surrounding a cellphone case.

Snap Light, LLC manufactures the SnapLight® Case which is a consumer electronics product as is Kardashian West's LuMee® Case. Despite the similarity of the products there is a significant distinction firmly based in the fact that the SnapLight® Case boasts an internal phone charging mechanism pushing the product beyond a mere phone case and into the power bank sector. The LuMee® Case, an LED lighted phone case, never provided the functionality housed in the SnapLight® product line. Yet, despite that obvious fact, Kardashian West's company bullied the small San Diego based firm by sending letters to SnapLight® distributors and retailers with false patent infringement allegations. Kardashian West, through LuMee®, demanded that sales of SnapLight® cases cease due to these false allegations. Snap Light, LLC, to avoid litigation, attempted to work with LuMee® and Kardashian West. Their response: "We don't want anyone else in this market!" From Big Box retailers to small businesses, the SnapLight® team made an obvious mark on the market that LuMee® wanted stopped.

As the direct result of the letters LuMee® disseminated, issues arose with SnapLight®'s established distribution networks resulting in loss of revenue including hits on their reputation. "LuMee® began a slander campaign by creating doubt in our technological and operational integrity," says founder, Bardia Rahim. "It's illegal to try and monopolize the market, but more than that, it's un-American to do it when you're being deceptive and unethical the entire time," he added. Kardashian West & LuMee®'s illegal interference with Snap Light, LLC's right to commerce prevented repeated distribution and sales of the original SnapLight® Case, as seen on TV, on the Home Shopping Network® and other big box retailers like Neiman Marcus® online.

Snap Light, LLC is a technology based consumer electronics firm headquartered in San Marcos, CA. Currently the company is set to release their newest SnapLight® Case which is the thinnest case with its unique charging functionality on the market (www.snaplightcase.com). Learn more about serial entrepreneur and SnapLight® founder Bardia Rahim on Instagram® (@visionary).

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