



**MEDIA RELEASE**

3 May 2022

Two Counterfeiters of COX™ Dispensers in China

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## Two Counterfeiters of COX™ Dispensers in China

**medmix Switzerland Ltd., formerly known as Sulzer Mixpac Ltd., operates globally in the field of dispensers for the industrial sector. In recent times, inferior-quality copies of the well-known COX brand industrial dispensers have increasingly been discovered. These copies by other manufacturers are not subject to medmix's strict quality controls and are therefore not covered by its warranty. In the interests of its clients, medmix will continue to take legal steps against all such copies.**

medmix is a global market leader in the field of mixing and dispersing single-component and multi-component materials. medmix owns several intellectual property rights globally and also specifically in China, including the trademarks COX with No. 16420845 and 16420843 registered for adhesive dispensers and related products, which are legally valid in China, and protected by the Trademark Laws of China.

medmix has continued to successfully enforce these rights over the years in dozens of court actions against, or out-of-court settlements with, slavish imitators of its adhesives dispensers as well as to successfully enforce its patent, trademark or other IP rights against certain infringing adhesives dispensers and related products on-line and in many countries, such as Germany, the US, India, the Netherlands, and the United Kingdom.

Despite these measures, in 2021 it was discovered that Shenzhen Ruio displayed and sold many adhesive dispensers marked with the above graphic and literal trademarks of COX on its official website and the 1688 platform. In addition, the investigation indicated that RUIO sold adhesive dispensers marked with the above graphic trademark at its office on October 31, 2020. In addition, the affiliated enterprise of RUIO, Shenzhen Xinshuangzhen, displayed and sold a large number of adhesive dispensers marked with the above graphic and literal trademarks of COX on the website of China supplier.

On 7 August 2021, the Shenzhen Market Administration Bureau Guangming Office (SMAB) has made a formal penalty decision against Shenzhen Ruio, ordering it to stop infringing the COX trademark and to pay a penalty to the government authority. medmix has thus won another victory in the protection of its intellectual property and legal rights in the adhesives business segment.



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medmix never authorized RUIO or XINSHUANGZHEN to use the registered trademarks involved. Such unauthorized use of the same logo as the above graphic and literal trademarks of COX on the same or similar goods by RUIO and XINSHUANGZHEN violates the Trademark Law of China and is an act of infringement upon the exclusive trademark rights of medmix and is explicitly prohibited by the Trademark Law.

Furthermore, the actions of RUIO and XINSHUANGZHEN also constituted acts of unfair competition, which are prohibited by the Chinese Anti-Unfair Competition Law. The official websites and online sales platforms of RUIO and XINSHUANGZHEN indicated that their main products include adhesive dispensers, and they both declared themselves to be well-known distributors in the field of adhesive dispensers. Obviously, both companies were aware of the COX brand and trademarks and their great popularity in the field of adhesive dispensers, and they have shown malice in misusing the COX trademarks. Should the acts of RUIO and XINSHUANGZHEN fail to be stopped immediately, the SMAB determined that it would not only damage the legitimate rights and interests of medmix, but it would also cause disruption to the normal market and damage the legitimate rights and interests of the public.

To firmly protect the legitimate rights and interests of our customers, users of our high-quality original COX brand products, and our company against such infringement, we authorized a professional intellectual property attorney to put forward administrative complaints to the Market Administration Bureau against the infringement of RUIO and XINSHUANGZHEN. Based on the clear truth and our strong evidence, the SMAB authority made the penalty decision against RUIO.

medmix has a zero tolerance for infringement. The company is committed to protecting its products and its customers from the dangers of counterfeit products.

medmix therefore strongly recommends to its customers to take notice and look for the unique COX trade dress of the original COX brand dispensers with the COX trademark fixed on the dispenser to be assured that you are purchasing a high-quality COX dispenser manufactured according to the strict quality control measures of medmix and protected by its guarantee.

**About COX™:**

Originally established in 1958 by Patrick Clement Cox, the COX brand represents tradition, innovation, and manufacturing excellence. The COX products are engineered and produced in the UK. Their performance and reliability have generated trust and goodwill in the minds of professionals the world over. Customers associate the COX brand with quality products.

As a medmix brand, COX continues to drive innovation and top product performance in 1 and 2-component manual, battery, and pneumatic dispensers. Its extensive portfolio offers

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solutions for a wide range of applications in multiple industries. The tradition, quality, reliability, and performance of the COX dispensers originally manufactured and supplied by PC COX since 1958 continues as part of the medmix group product portfolio.

**Caption: COX logos**



**Caption:**



*medmix is a global leader in high-precision delivery devices. We occupy leading positions in the healthcare, consumer and industrial end-markets. Our customers benefit from a dedication to innovation and technological advancement that has resulted in over 900 active patents. Our 13 production sites worldwide together with our highly motivated and experienced*



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*team of 1'900 employees provide our customers with uncompromising quality, proximity and agility. medmix is headquartered in Baar, Switzerland. Our shares are traded on the SIX Swiss Exchange (SIX: MEDX). [www.medmix.swiss](http://www.medmix.swiss)*

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