

## **JUUL Labs UK Files UK Patent Complaint Against J Well France SAS and its *Bo* Electronic Nicotine Delivery Systems**

**LONDON** (October 4, 2018) – JUUL Labs UK Holdco Limited and JUUL Labs UK Limited (“Juul Labs UK”) announced today that they have filed a complaint alleging infringement against J Well France SAS, specifically alleging that J Well’s *Bo* line of electronic nicotine delivery systems (commonly referred to as ENDS or e-cigarettes) infringe Juul Labs UK’s patent rights. The UK patent infringement action is part of a comprehensive strategy to enforce Juul Labs UK’s intellectual property rights. Juul Labs UK’s San Francisco-based parent company, Juul Labs, Inc., has implemented a similar patent infringement action in the United States International Trade Commission.

Since the launch of the JUUL system in 2015, multiple entities have introduced electronic nicotine delivery systems into the US and global markets, many of which Juul Labs UK believes infringe its UK patent rights. Juul Labs UK is concerned generally that many such products illegally copy Juul Labs UK’s technological innovations and elegant designs and may not necessarily adhere to the specific quality and safety protocols utilized in the manufacture and sale of Juul products.

“The rapid proliferation of products infringing on our intellectual property continues to increase as our market share grows,” said Kevin Burns, Chief Executive Officer of Juul Labs, Inc. “Protecting consumers and preventing underage use are critical priorities, and we will take decisive action to restrict illegal copy-cat products that undermine our efforts.”

First launched in the US in 2015, Juul products were recently launched in the UK (July 2018). The entire Juul family of companies is committed to ensuring that its products are aimed only at adult smokers as a switching option. The global mission of the company is to eliminate cigarettes by offering existing adult smokers a true alternative to combustible cigarettes. The Company works to ensure its flavours and flavour names are not attractive to youth and has rigorous age-gating processes on its e-commerce Web site to guard against underage access.

“Intellectual property laws protect both innovation and consumers,” said Gerald Masoudi, Chief Legal Officer of Juul Labs, Inc. “Whilst we welcome legitimate competition, we will continue to utilize every legal option available to us to keep infringing products off the market.”

### **About JUUL Labs UK**

JUUL Labs UK Holdco Limited and JUUL Labs UK Limited are part of the Juul Labs, Inc. group of technology companies that are dedicated to eliminating cigarettes by offering existing adult smokers a true alternative to combustible cigarettes. Company research shows that more than one million smokers have already switched to the Juul system, and the Juul companies are working to enable millions more to switch in the coming years through technological innovations. [www.juul.co.uk](http://www.juul.co.uk)

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