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Contact: Meredith Franck
347-599-0159
mfranck@asksmartypants.com

SMARTY PANTS LLC REACHES TRADEMARK INFRINGEMENT SETTLEMENT

New York, N.Y. – July 18, 2011 – Youth and family market research and consulting firm Smarty Pants LLC (www.asksmartypants.com) has successfully settled a trademark infringement dispute with SmartyPants Research Services LLC. The Tennessee-based Smarty Pants LLC (dba Smarty Pants) claimed that Washington-based SmartyPants Research Services LLC (dba SmartyPants Internet Marketing) violated its prior and superior rights to use the “Smarty Pants” trademark in the field of marketing and market research. Smarty Pants LLC has been the legal registrant of the trademark since 2004.

According to the terms of the settlement agreement, SmartyPants Research Services, LLC has discontinued use of the Smarty Pants mark or likeness in all forms. The company has transferred ownership of eight website domains, including SmartyPantsResearch.com and SmartyPants-Marketing.com to trademark owners Smarty Pants LLC. Details of any financial settlement have been withheld.

According to Smarty Pants LLC founder Wynne Tyree, “While we do not believe the owner of SmartyPants Research Services set out to deceive clients or consumers, it was important for us to protect our brand name and business reputation and to remove any potential confusion. We are pleased with the settlement agreement and happy to put this issue behind us.”

Smarty Pants

Smarty Pants, LLC is a market research consultancy with offices in New York, San Francisco, Los Angeles, Chicago and Johnson City, Tenn. The firm conducts youth and family research and guides marketers on brand positioning, new products and consumer trends. Company clients include Electronic Arts, Hasbro, Nickelodeon, Warner Bros., American Eagle Outfitters, Cartoon Network, Hallmark, Crayola, Frito-Lay, Reebok, and Sesame Workshop. For more information on Smarty Pants, visit www.asksmartypants.com.

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