



Exhibit Days: November 3 – November 6, 2009
Education Days: November 2 – November 5, 2009
Las Vegas Convention Center
Las Vegas, Nevada USA

It is SEMA's objective to ensure proper protection of the intellectual property rights of its members companies and Show exhibitors. This includes the protection of trademarks, service marks, copyrights and patents. With the support of the SEMA Board of Directors a stringent policy has been put in place. Every effort will be made to eliminate product conflicts and protect those that have legal rights to the products involved.

SEMA Show Management will be available to respond to your calls for action. Authorized Show personnel are trained on what to look for and the appropriate test to determine if there is an issue. They will have as their responsibilities the following:

- Confirming proper country of origin markings.
- Determination if the product might be classified as a "knock off."
- Removal of products or printed materials where it has been determined by a proper court order that they are in violation of another company's intellectual property rights.

What You Can Do

Once you suspect another company has copied your product or has infringed on your legal rights — i.e., copyright, trademark, patent — you must report the suspicion to Show Management and a representative will visit your booth, or you can consult with an intellectual property attorney, provided by SEMA, at the Show Management Office.

What Will SEMA Do?

- Upon receipt of a complaint, SEMA Show Management will make a determination if the complaint is valid.
- If there is a determination of a valid complaint, Show Management will request that the violating exhibitor remove the product/material in question from its booth.
- If necessary, Show Management will attempt to bring you and the violating party together in for a meeting in the Show Management Office to attempt to resolve the matter.
- If Show Management determines that the complaint is valid, but the violating exhibitor will not remove the product, then you must take legal recourse which might include seeking a restraining order, injunction, or cease-and-desist order from a court with jurisdiction over the Las Vegas Convention Center.
- If you obtain the order, do not serve it yourself or have it served by an outside third party. Bring the order and/or the process server to the Show Management Office.
- Show Management will bring the party being served to the Show Management Office for service.
- Once served, Show Management will assist with the enforcement of the order to ensure that it is adhered to in a timely manner. Any costs associated with the enforcement of the service will be the responsibility of the exhibitor obtaining the order.

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If it is determined at the Show that a company may be in violation and is requested to remove the product from display, but refuses to do so, then, in the event that following the Show it is determined by a court of competent jurisdiction that a company was in violation, that company may be prohibited from participating in any SEMA-sponsored shows for up to two years.

Show Rules for All Parties

SEMA Show Exhibitor Rules and Regulations must be observed at all times. Violation by either party could result in any or all of the following actions at the discretion of SEMA:

- Closure of your company's booth.
- Exclusion from future SEMA-sponsored shows.
- Loss of Show seniority.

Specific rules that apply to either party in this situation are:

- Do not enter or loiter around the booth of the other party.
- Do not harass or antagonize the other party.
- Do not remove anything from any exhibitor's booth.
- Do not register or give a badge to anyone not qualified to be in the Show, with the exception that any attorney attending the Show must be registered under your exhibiting company name.
- Do not photograph or video either party's booth or products.