



## PRESS RELEASE

### **SensoryEffects® Flavor Company Wins Trademark Lawsuit Initiated By Rival Flavor Company**

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ST. LOUIS, MO (May 12, 2011) – The United States Supreme Court has declined to consider a case initiated by Sensient Technologies Corporation (Milwaukee, WI) and Sensient Flavors LLC (Indianapolis, IN), regarding the use of SensoryEffects® Flavor Company's trademark. The court's decision gives victory to SensoryEffects® and ends a three year legal battle whereby Sensient attempted to prevent SensoryEffects® Flavor Company from utilizing its trademark, claiming it caused confusion with customers. The Supreme Court's decision follows a July 2010 decision by the U.S. Court of Appeals for the Eighth Circuit to uphold SensoryEffects® lower court victory that no reasonable jury could confuse the two names.

Charles A. Nicolais, President and CEO of SensoryEffects®, commented after the ruling, "Sensient's lawsuit was without merit from the beginning, and we are pleased that the various federal courts have agreed. With this validation by the courts, our valuable, registered trademark remains protected and secure. The name, SensoryEffects® will continue to stand for a company that is easy to do business with, excels at creatively solving customer's problems, and is a great place to work where employees are valued and respected."

Representing SensoryEffects® in protecting its trademark was David Corwin of the law firm Sher Corwin LLC, located in St. Louis, MO.

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#### **About SensoryEffects®**

SensoryEffects® is a supplier of customized food and beverage ingredients and products with three business units: SensoryEffects® Powder Systems in Defiance, Ohio, SensoryEffects® Flavor Systems in Bridgeton, Missouri, and SensoryEffects® Cereal Systems in Lincoln, Nebraska. For more information please contact Tiffany Pailer at [tiffany.pailer@sensoryeffects.com](mailto:tiffany.pailer@sensoryeffects.com).

Flavor Systems | Powder Systems | Cereal Systems

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