



Press Release

Sound Choice has fought piracy for many years. All of you are aware of the piracy of product, copyright infringement and trademark infringement. Everyone suffers when this type of activity takes place with lost revenue. Not just Sound Choice, but DJ's, KJ's and retailers alike suffer trying to operate legal businesses with lost revenue.

Sound Choice is taking a proactive stand stronger than in the past to **prosecute to the fullest extent of the law.** Trademark infringement suits will be filed in Phoenix, Scottsdale, and outlying areas. Letters to cease and desist have already been, and will continue to be, sent to any restaurants and clubs that offer Karaoke entertainment that have allowed the DJ's and KJ's to commercially perform in their establishment with any of the following: CD+Gs illegally copied (burns), CD+Gs illegally copied on to hard drives, karaoke music downloaded from the internet. As the owner or manager of an establishment that uses Karaoke entertainment, they may not understand how serious this offense may be and how it can affect them. Karaoke hosts who use illegal copies of music also put the bar and/or restaurant business at risk. One of the possible consequences that **not only the KJ, but also the bar/restaurant are facing** includes fines that have now been increased to \$250,000.00 and six (6) months possible jail time per occurrence. Per occurrence is per each time each copied song is played. You do the math. **Sound Choice will also be working in cooperation with several manufacturers** to be sure these violators are prosecuted.

In addition, trademark infringement and dilution under the federal Lanham Act provides remedies including, but not limited to, injunctive relief, monetary damages, confiscation and destruction of infringing articles and promotional materials and, in cases of intentional infringement, attorney's fees and treble damages. **Sound Choice has never given anyone the permission or licenses to download or copy any Sound Choice music to any type of hard-drives for commercial use or any other type use because there is no licensing available for hard-drives.** The publishers will not extend licensing for hard-drive products. **It is illegal to copy music to a hard-drive for commercial use.** The Fair Use Act of 1992 provides for personal use only not commercial.

In other words, if a DJ or KJ has five rigs operating commercially, they should have five original sets of discs in use, not stored or on file, to operate legally. **We are hopeful that the restaurant and bar owners and managers will voluntarily take a stand to keep their establishments legal instead of facing the possible risk and costs incurred of legal consequences.**

Shelby Wood
Business Affairs Director
Sound Choice