

LOLLICUP® USA, INC.

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FOR IMMEDIATE RELEASE

LOLLICUP® TAKES LEGAL ACTION FOR TRADEMARK INFRINGEMENT Lollicup® Coffee & Tea Locations Still Operating After Termination

City of Industry, CA, September 12, 2013 – Due to trademark infringement by several terminated locations still using the registered Lollicup name to brand their stores, Lollicup USA, Inc. is in the process of taking legal action to cease any current trademark infringement and prevent any further from occurring.

Lollicup Coffee & Tea, a subsidiary of Lollicup USA, is a café specializing in Taiwanese bubble tea. Established in 2000, Lollicup currently operates 39 locations in the U.S. and China. As a trademark licensor, Lollicup USA permits licensees to use its Lollicup Coffee & Tea trademark in commerce. However, Lollicup Coffee & Tea's trademark licensing program has been closed for five years and recent store openings in Riverside, CA, Los Angeles, CA, and Chengdu, China have been launched by corporate.

In order to maintain consumers' expectations of high-quality, consistent, and standardized beverages, food, and customer service, Lollicup will implement an official Lollicup Coffee & Tea cup and food packaging to help consumers identify which locations are currently affiliated with corporate and under a trademark licensing contract. All official Lollicup Coffee & Tea locations are also listed on Lollicup's Lolli-Locator at www.lollicup.com/locations.php.

About Lollicup® Coffee & Tea

As the premier café of milk- and tea-based beverages complemented with tasty, chewy add-ons and addictive Asian snacks, Lollicup Coffee & Tea continuously provides quality products and great experiences for its customers. Lollicup Coffee & Tea plans to expand overseas into Europe and the Middle East, so everyone can join in on the Boba Milk Tea Movement! Please visit www.lollicup.com for more information.

About Lollicup® USA

Based in Industry, CA, Lollicup USA retails and wholesales supplies of beverage ingredients and manufactures premium disposable paper & plastic foodservice products. Specializing in bubble tea & coffee and paper & plastic beverage packaging, and serving thousands of retail business accounts, Lollicup USA is proud to provide a true "One Stop Solution" for all beverage and food service needs. Please visit www.lollicupusa.com for more information.

If you'd like more information about this topic, or to schedule an interview, please call Catherine Su at (800) 857-1988 or e-mail Catherine at marketing@lollicap.com