

SEKONIC ANNOUNCES OFFICIAL CHINA TRADEMARK REGISTRATION

Tokyo, Japan – July 8, 2015 – **Sekonic Corporation, Light Meter International Sales Department**, announced today the official registration of the Chinese trademark for Sekonic. The trademark registration for the Sekonic name was in response to a language barrier and lack of brand recognition throughout mainland China. Sekonic in cooperation with Beijing Cheng Seng Trading Co., LTD, the exclusive China distributor of Sekonic light meters, color meters, Illuminometers and accessories, worked together to implement the trademark.



Deputy General Manager, International Sales & Marketing Department of the SEKONIC CORPORATION, Toshiya Eguchi stated “We are confident that this new Sekonic trademark “迎光”, which can only be used in China will increase brand awareness and product recognition”. Mr. Eguchi also stated that all other trademarks used in China are invalid and do not represent the brand or its years of excellent quality and workmanship expected from the SEKONIC name.

Mr. David Chiu, Managing Director of Cheng Seng China and Taiwan headquarters quoted “The translation of SEKONIC in Chinese is “迎光”. Both of trademark SEKONIC and “迎光” are legal and protected by China government. For any advertisements in the future, we will show SEKONIC and “迎光” together. We are very excited about Chinese trademark name,迎光 for the China market because it is much more understandable and recognizable. Our advertising campaigns and general marketing efforts will have a greater impact on our sales efforts. Since this is now registered trademark under formal authorization from Sekonic, if anyone who uses other Chinese names to sell or advertise Sekonic brand/products in China would be responsible for any legal consequence.”

Sekonic has moved forward with their aggressive sales and marketing campaigns in the China market and recently completed the first Sekonic “Road Show” in coordination with Cheng Seng. The four city educational tour lead by Lorenzo Gasperini (Senior International Sales & Marketing Manager) was a significant step forward in the introduction and education of new innovative SEKONIC photo/video products.



To learn more about SEKONIC meters or other industrial measurement instruments, visit us at www.sekonic.com