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Contact: Kevin Palmstein
Zepol Corporation
Tel: 612.435.2194
kevin.palmstein@zepol.com
www.zepol.com

Zepol Releases “Intellectual Property for Importers and Exporters Handbook”

Handbook informs intellectual property rights owners of protection tactics

MINNEAPOLIS, May 24th, 2010 — Zepol Corporation, [the leading trade intelligence company](#), announced the release of a handbook today detailing specific measures that brand holders can take to protect their intellectual property (IP). The handbook was created in cooperation with trade law firm Neville Peterson LLP. It is available for download at www.zepol.com and is free for all visitors.

3 Key Insights Found in the Handbook:

1. U.S. Customs and Border Protection (CBP) provides powerful import protection. Record your trademark, servicemark, or trade name by paying a nominal fee to Customs to protect your intellectual property.
2. CBP officials must be educated by property rights owners concerning what to look for and when to exclude goods in order to effectively protect against infringement.
3. Importers must be cautious of their transactions with foreign vendors, as persons trafficking in counterfeit goods may be subjected to civil penalties.

“This handbook is a valuable guide for anyone whose business depends on intellectual property rights protection,” stated John Peterson of Neville Peterson LLP. “It outlines the process one must follow to enlist U.S. Customs and Border Protection in protecting IP rights, a service that is often superior to conventional litigation in federal courts.”

About Neville Peterson LLP:

Neville Peterson LLP is a law firm concentrating in international and domestic trade regulation matters. The firm provides legal counsel and representation to foreign and domestic corporations, trade associations, governments, Customhouse brokers, freight forwarders, carriers and individuals with respect to international trade, Customs, antitrust, shipping, product safety, export controls, domestic and foreign product standards, and Federal and State legislation and regulations.

About Zepol Corporation:

Zepol Corporation is a Minnesota-based company working to provide the most complete and up-to-date trade data to organizations around the world. Zepol provides industry leading trade data tools, [TradeIQ™](#) and [TradeView™](#), for analyzing the United States trade marketplace. [TradeIQ™](#) is an up-to-date U.S. Customs import Bill of Lading database and is available through an online interface. [TradeView™](#) provides access to U.S. Census data to visualize the import and export economy.

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