

Another Blow to Mislabeled Products ... Herba Natural Products, Inc. Enjoined from Selling Reishi (Lingzhi) Health Food Products

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Los Angeles, CA (PRWEB) May 19, 2005 -- Leaders in the expanding industry selling Japanese red reishi (Lingzhi) mushroom extract products are cracking down on companies that appear to be selling reishi (Lingzhi) mushroom products from non-Japanese sources with packaging stating that they are products of Japan. In connection with that crackdown, a federal district court recently entered an order permanently enjoining Herba Natural Products, Inc. of New York, NY (Herba) from selling Royal King Ling Zhi and other reishi (Lingzhi) product that is falsely designated as being of Japanese origin. The order also enjoined Herba from selling Royal King Ling Zhi and other reishi (Lingzhi) product in packaging that strongly resembles the packaging used by Canited International Industries Corporation (Canited) to market its famous Nissan brand red reishi products.

The Court for the Central District of California issued the order pursuant to the settlement of a lawsuit brought against Herba by the Japanese Reishi Association (JRA), a nonprofit association of leaders in the production of red reishi mushroom extract products in Japan, along with JRA-recognized distributors Canited and Nikkei (Canada) Marketing, Ltd.. (Nikkei).

The settlement between the parties also provided that Herba would deliver to Canited and JRA for destruction of all the allegedly offending packaging of Royal King Ling Zhi that was unused. In addition, Herba agreed to pay \$16,600 to Canited, Nikkei, and JRA in settlement of their legal claims. "The Japanese Reishi Association is pleased to have helped North American consumers by ridding the market of another product that misled consumers into thinking that they are buying high quality Japanese-made reishi products when they were in fact buying reishi from unknown origin," said Michael Wong, North American Representative of JRA.

The destruction of the infringing Royal King Ling Zhi's packaging will take place on June 1, 2005 at 10 a.m., at the law offices Quinn Emanuel Urquhart Oliver & Hedges, LLP, located at 865 S. Figueroa St. 10th Floor, California 90017. David Quinto of Quinn Emanuel, an attorney with extensive experience handling matters relating to the sale and distribution of counterfeit goods, handled the litigation against Herba on behalf of JRA, Nikkei and Canited.

JRA, Nikkei, and Canited brought this lawsuit against Herba in connection with a campaign against distributors of reishi mushroom extract products with false designations of origin. "The campaign is directed at educating the public about the importance of distinguishing the authentic Japanese red reishi from imposters and preventing companies that sell inferior products from capitalizing on the reputation of superior quality Japanese red reishi products," Wong explained. Japanese reishi health food products are generally priced higher than those from other countries, and consumers pay extra to receive the superior quality of the reishi health food products and its stringent manufacturing control in Japan.

Reishi mushrooms have been used for centuries among Orientals for their nutritional value. It is regarded as one of the best oriental herbs. Reishi has proven anti-allergic, anti-inflammatory, anti-viral, anti-bacterial and anti-oxidant properties. Its greatest potential medical benefit is its ability to strengthen the body's immune system. It is effective in dealing with a wide variety of illness including liver disorders, hypertension, arthritis, menopausal anxiety, asthma, hypothyroidism, insomnia, hearing diseases and cancer. It has also demonstrated exceptional anti-stress properties that help improve memory, ease tension and sharpen concentration.

About the Japanese Reishi Association

The Japan Reishi Association is an international non-profit organization supported by industry leaders and government organizations. JRA is dedicated to helping maintain the highest standards of product quality and business practices in the Reishi industry worldwide by informing consumers about Japan Reishi health food products and manufacturers. More Information Available at: <http://www.japan-reishi.org/en/>

About Canited International Industries Corporation

Canited International Industries Corporation was first established in 1980 as a marketing firm for international products worldwide. Since then, Canited has consistently proven its ability as a leading global marketing company of international brand name products. More Information Available at: <http://www.canited.com/>

About Nikkei (Canada) Marketing Ltd.

Nikkei (Canada) Marketing Ltd. was established in 2003 as a marketing firm for international products worldwide. With its proven successful record in a relatively short period of time, Nikkei has been expanding and adding more items to its product profiles.

About Quinn Emanuel Urquhart Oliver & Hedges, LLP

Quinn Emanuel is a 200-lawyer litigation firm with offices in Los Angeles, New York, San Francisco, Silicon Valley, Palm Springs and San Diego. The firm aggressively litigates a wide variety of business disputes for "Fortune 500" companies as well as smaller companies. Since the firm's founding, it has won over 90 percent of its trials. More Information Available at: <http://www.quinnemanuel.com/>

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