



Exponents Awarded Trade Dress Protection

(San Diego, Ca – March 21, 2007) - Exponents, Inc. – an innovative, component-based custom exhibit design and manufacturing company, has been granted trademark and trade dress protection (the federal government’s concept protection licensing) for its unique LUMINENTS™ system design. The US Patent and Trademark Office made the designation official on March 6, 2007.

Exponents debuted the breakthrough, lightweight LUMINENTS™ display system in 2002, and filed for trade dress protection at that time. The trade dress protection serves to protect, as well as credit, the original design company for its distinctively configured 10’ trade show display system.

According to Bruce Backer, founder/CEO of Exponents and principal designer of LUMINENTS™, “The key to our creative design is its elegant combination of shapes—from wings to canopies, to counter supports and fixtures that give the display a unique hi-tech look and feel. I believe this design protection will help strengthen Exponents’ brand as a true innovator in the trade show field. To our knowledge, LUMINENTS™ is the first exhibit design to win trade dress protection.”

Adds Steve Rossman, Exponents’ executive vice president, “LUMINENTS™ has virtually re-defined the trade show floor for exhibitors who use linear and small island booths. We are thrilled to be awarded trade dress protection for its singular style.”

Trade dress protection refers to features of the visual appearance of a product or its packaging that may be registered and protected from being used by competitors in the manner of a trademark. These can include the three-dimensional shape, graphic, design, color or even smell of a product and/or its packaging. In this case, it includes the shape, assemblage of forms and materials, and design of the LUMINENTS™ display system.

About Exponents:

Based in San Diego with an office in Irvine, California, Exponents is a pioneering component-based custom trade show exhibit firm company with 60 employees, thousands of clients, and 65 authorized dealers who represent its products in the U.S. and abroad.

For twenty five years, Exponents has established its reputation in creating trade show exhibits that combine patented processes, state-of-the-art manufacturing and design brilliance. Exponents' innovative spirit has challenged the rest of the trade show industry to keep pace through non-stop product development.

Exponents product line innovations include: Exponents Panels (the first “full bleed” exhibit panel system), Tall (the tallest, thinnest, lightest, and strongest full height panel system of its time in 1993), Headlines Post & Beam System (a component-based custom display assemblage in 1997), Luminents™ (a breakthrough, lightweight display system in 2002), CrossOver™ (an innovative series of kiosks that give pop-up displays added dimensions in 2006), and AIR™ (a highly portable trade show display system in 2006). Go to www.exponents.com or call 1-800-451-4723 for more information.



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