

RALPH LAUREN

Ralph Lauren Reached Settlement with Trademark Infringer in China

For Release June 27, 2018, New York, NY – Ralph Lauren Corporation (NYSE:RL, “the Company”) is pleased to announce that on May 10th, 2018, the Company reached an agreement with (1) Shanghai Panggong Investment Management Limited (“Panggong”), (2) Harbin Shan Shan Chunxiaqiudong Realty Company Limited (“Shan Shan”), Shanghai Baixin Commercial Trading Company Limited (“Baixin”), and Jiangsu Jiangnan Global Harbour Commercial Centre Company Limited (“Global Harbour”) (collectively, the “Defendants”) that they would immediately cease their infringement of the Company’s trademarks and pay the Company a total compensation of USD 47,000 (RMB 300,000).

The Company identified that the Defendants had established unauthorized Ralph Lauren branded stores in Harbin, Heilongjiang province and Changzhou, Jiangsu province. Panggong and Shan Shan were the respective operator and the landlord of the store in Harbin, while Baixin and Global Harbour were in Changzhou. Both stores displayed Ralph Lauren’s trademarked brand name, iconic polo player and other trademarks. The stores copied the look and feel of authentic Ralph Lauren stores to create an impression that they were part of the Ralph Lauren family.

The Company filed two respective cases to Shanghai Yangpu People’s Court on January 18th, 2018. In addition to ceasing its infringement immediately and compensating the Company, Panggong and Baixin issued public statements published respectively in Life Daily in Harbin, and in Modern Express in Changzhou, stating that they are not affiliated with the Company.

The settlement is another success in Ralph Lauren’s continuous effort to protect our brand and intellectual property in China and to ensure that customers have confidence that they are buying authentic Ralph Lauren. Ralph Lauren takes the protection of its intellectual property seriously and will take every necessary measure to ensure that its copyrights, trademarks, patents and other intellectual property rights are not violated.

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ABOUT RALPH LAUREN CORPORATION

Ralph Lauren Corporation (NYSE:RL) is a global leader in the design, marketing and distribution of premium lifestyle products in four categories: apparel, home, accessories and fragrances. For 50 years, Ralph Lauren’s reputation and distinctive image have been consistently developed across an expanding number of products, brands and international markets. The Company’s brand names, which include Ralph Lauren Purple Label, Ralph Lauren Collection, Double RL, Polo Ralph Lauren, Polo Ralph Lauren Children’s, Ralph Lauren Home, Lauren Ralph Lauren, RLX, American Living, Chaps and Club Monaco, constitute one of the world’s most widely recognized families of consumer brands. For more information, go to <http://investor.ralphlauren.com>.