

Counterfeit Social Smoke Tobacco

Dallas TX, USA. February 22, 2016.

It has come to our attention that an increasing number of counterfeit Social Smoke tobaccos are appearing in the global marketplace bearing the Social Smoke trademark and tobacco flavors. In particular, these counterfeit tobaccos have packaging, labels, and markings that closely resemble those of Social Smoke's, thereby misleading our customers, suppliers, and distributors to believe they are authentic Social Smoke tobaccos.

We take this matter very seriously. Therefore, we have already begun pursuing various legal options with our local and foreign counterparts to enforce our trademark rights and protect our tobacco products around the globe. These includes potential civil and criminal legal remedies against suspected counterfeiters and knowingly involved parties in their respective countries.

Counterfeit Social Smoke tobaccos are not manufactured, packaged, labeled, stored, or shipped according to Social Smoke's strict quality control standards. Therefore, we do not warrant nor assume any liability for hookah tobacco that was received or purchased through unauthorized suppliers or distributors. Some indicators of counterfeit tobacco may be the following:

- The tobacco container and labels differ slightly from the authentic or seem suspicious.
- The tobacco is being sold in plastic bags only, with or without labels.
- The tobacco container does not have a genuine tobacco tax stamp.
- The price is either slightly or heavily discounted.
- The tobacco does not feel, taste, smell, or look like the authentic tobacco.
- The tobacco is being sold from unauthorized suppliers or distributors.
- The authentic tobacco is diluted/mixed with non-authentic tobacco and offered as the full authentic tobacco by hookah bars, cafes, and/or lounges.

If you believe you have received counterfeit Social Smoke tobacco or want to confirm that certain tobacco products are authentic Social Smoke tobacco, then please immediately contact us *in confidence* via email at verify@socialsmoke.com with the following information:

- 1) Name and contact information of the distributor or supplier;
- 2) Copy of your receipt, purchase order, or invoice; and
- 3) Digital photos of the packaging, markings, and labels.

We strive everyday to produce the finest hookah tobacco products made with one of the strictest quality control standards ever known in the hookah tobacco industry. If you would like to learn more about us, our products, or our state-of-the-art manufacturing facility here in the US, then please don't hesitate to contact us.

The Social Smoke Family

Social Smoke, LLC
www.socialsmoke.com