

GRAPHITE DESIGN INC.

Graphite Design Inc. (“GDI”) is a Japanese corporation whose headquarters is located in Chichibu, Japan. GDI is a manufacturer of high quality graphite golf shafts which are highly regarded by both amateur and professional golfers. Pro’s Choice Golf Shafts, Inc. (“PCGS”) is the exclusive distributor of GDI shafts within the United States, Canada, Mexico, Europe, United Arab Emirates, South Africa, South America and Australia. PCGS is located in Carlsbad, California.

GDI is a member of the eBay VeRO program and actively and regularly monitors both the use of its trademarks and the sale of products bearing or purportedly bearing GDI intellectual property on eBay. GDI’s decision to participate in the Program resulted from its desire to help eBay users avoid problems attributable to counterfeit GDI shafts. Due to the high volume of merchandise for sale on eBay, it is difficult to identify and remove every unauthorized item. The fact that a product is being sold on eBay is in no way a guarantee that it is a genuine, authorized GDI product.

Retail sales of GDI shafts are made by club fitters, golf shops, distributors and original equipment manufacturers. Sales are made both at these parties’ facilities and through their online websites. Neither new nor pre-owned GDI shafts are sold by any authorized PCGS Dealers at auctions. At present there are three (3) brands of GDI shafts sold within the United States, namely TOUR AD shafts, GDI shafts and Chichibu specialty shafts. GDI shafts manufactured specifically for the United States market and Chichibu specialty shafts bear the “Graphite Design” name only. All “TOUR AD” shafts bear the “Graphite Design” name and TOUR AD. Some TOUR AD shafts also include “AD”. In addition, all TOUR AD shafts sold in the United States contain a hologram consisting of green markings on the top and bottom with “GRAPHITE DESIGN” in the center, in the area which will eventually be covered by the grip. A sample of the hologram appears below:



Despite the efforts made by GDI to establish, register and protect its intellectual property rights and golf shafts from infringement and counterfeiting, there are usually some counterfeit shafts being offered for sale. While prohibited by relevant law, the manufacture and sale of such shafts seems impossible to completely eliminate. It may be helpful to know that PCGS does not sell used or damaged shafts.

It is strongly suggested that anyone considering the purchase of a GDI shaft look at the PCGS website at www.proschoicegolfshafts.com. The website provides information about and pictures of GDI shafts being sold in the United States. In addition, the website provides a list of authorized sellers of GDI shafts within the United States. A potential purchaser of a shaft from other than an authorized seller may wish to carefully compare the shaft he is considering to a picture of the same shaft on the PCGS website.

It is important to understand that neither GDI nor PCGS has any obligation to repair or replace any counterfeit shafts. A prospective buyer having any questions concerning a shaft represented to be a GDI shaft should not hesitate to contact PCGS at (760) 476-9598 or proschoicecs@proschoicegolfshafts.com. GDI welcomes any information on the sale of counterfeit shafts and keeps the identity of informants strictly confidential.

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