

The Roth Law Firm, PLLC

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Contact: Janine Griffith
T: (212) 542 8882
F: (212) 542 8883
Email: janine@rrothlaw.com

ARBITRATOR ISSUES SIZEABLE AWARD AGAINST RHODE ISLAND JEWELRY MANUFACTURER FOR PUSHING ASIDE AND IGNORING ITS LICENSOR

Southport, CT -- February 16, 2007 – In a real-life David and Goliath story, an arbitrator acting under the authority of the American Arbitration Association recently reminded a large Rhode Island jewelry manufacturer, Carla Corporation (“Carla Corp.”), that the size of a company does not matter in the eyes of justice – just the size of the award to compensate a victim of its alleged commercial bullying.

After four days of testimony, the arbitrator agreed with Claimant CariDawn, LLC (“Claimant”), a small and innovative New York company which designs, markets and sells fine jewelry toe rings, principally under the trademark name Toesies®, that Carla Corp. breached the parties’ license agreement. Specifically, Carla Corp. improperly excluded Claimant’s principal, Ms. Cari Isolano, from any decision-making authority in connection with the promotion, sale and distribution of her own products.

Carla Corp.’s Chief Executive Officer and other Carla Corp. employees testified at the hearing that they could not tolerate Ms. Isolano’s overwhelming attention to detail. According to the arbitrator’s award, Carla Corp. improperly cut off communications with Claimant and breached the license agreement by haughtily declaring in a memorandum to Ms. Isolano that “[a]ll product development has been stopped and all marketing and advertising efforts have been canceled effective immediately.” The termination letter even went so far as to preclude Ms. Isolano from appearing at the largest jewelry event of the year in Las Vegas, despite the fact that her products would be sold there.

According to Claimant’s attorney, Richard A. Roth of The Roth Law Firm, PLLC, the arbitrator’s decision is a resounding victory for the little guy: “There is no question that the arbitrator punished Carla Corp.’s strong arm tactics. Not liking another party on a personal level does not provide a legal right to terminate a contract. The law does not allow large corporations to trample on the rights of its smaller business associates.”

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For further information, please contact Janine Griffith: janine@rrothlaw.com.
The Roth Law Firm, PLLC, focuses on the litigation of securities, commercial and entertainment matters. The firm is located at 545 Fifth Avenue, Suite 960, New York, NY (212) 542-8882.
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