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Vireo Systems, Inc.—the parent company of ProMera Sports—files major patent infringement lawsuit against GNC

OMAHA, Nebraska, April 11, 2018 – The law firm of Kutak Rock, on behalf of Vireo Systems, Inc., filed a complaint against GNC Holdings in the United States District Court for the District of Nebraska this week alleging patent infringement and seeking both injunctive relief and damages.

Vireo co-owns 6 patents covering Creatine Hydrochloride with the University of Nebraska. Vireo markets the patented technology under the popular product brand CON-CRET® through its wholly-owned sub, ProMera Sports and also licenses the technology to other supplement companies under the CON-CRET REINFORCED® brand.

The lawsuit contends that at least the following GNC products infringe Plaintiffs' rights in the Patents: Amplified Creatine 189, AMP Creatine HCl 189 (which appears to be the same as Amplified Creatine 189), GNC Pro Performance Creatine Complex Chew, Beyond Raw® Chemistry Labs® Creatine HCl, and GNC Pro Performance XR Series Creatine Advance XR. Mark Faulkner, President of Vireo Systems, Inc., stressed that, while unfortunate, the lawsuit is necessary to address the alleged willful infringement on the part of GNC.

Faulkner continued, “Vireo believes that if consumers are allowed to be truly informed about the quality of ingredients, the efficacy of science-backed compounds, and a company’s commitment to fair business behavior, they will choose products that insure both their health and their optimal performance enhancement, and that are ethical in the marketplace.”

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