



Clickbooth Continues to Fight for Affiliate Marketing - Invalidates Essocate Affiliate Pooling Patent Claims Again!

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SARASOTA, Fla.--(BUSINESS WIRE)--Clickbooth is pleased to announce that on March 11, 2016, during the appeal of the Essocate, Inc. v. Clickbooth.com, LLC suit, the Federal Circuit Panel unanimously affirmed the prior decision in favor of Clickbooth which effectively invalidated Essocate's affiliate pooling patent.

Essocate has used its patent to sue more than 20 companies in the affiliate industry. While many other companies find it easier to simply settle the case, Clickbooth chose to take a stand for the industry and invest the resources to defeat Essocate. Last February, Clickbooth defeated Essocate in the first round of the patent battle.

Essocate filed an appeal and again, Clickbooth stepped up to the challenge. During the appeal oral arguments, Federal Circuit and Lead Judge Hughes said he was not convinced that Essocate had demonstrated patentability of its improvements on the Web merchant referral system, which is itself likely unpatentable. This week the appellate court affirmed U.S. District Judge James V. Selna's 2015 ruling that Essocate's claims were without merit.

Clickbooth counsel Richard Newman said that the company was pleased with the ruling, a great result for Clickbooth but also for all the other participants in the industry, saying, "This ruling is a victory for Internet marketing companies who should not have to face patents directed to fundamental economic practices."

Clickbooth CEO, Erin Cigich, commented, "Clickbooth's triumph over this appeal proves that the interests of the affiliate marketing industry are worth fighting for and protecting, something we will continue to do to help our industry grow."