

Press Release 07/17/2020

Gibson Brands vs. Satellite Amplifiers re: Coronet

It has come to our attention that Gibson Brands has made an onerous public statement regarding the Coronet trademark, as owned by Satellite Amplifiers, and our motives.

Their claim of ownership is quite suspect, as the law is actually quite clear about this. The old management team knew this, and never raised a fuss during their litigious era.

The claim of Epiphone or anyone making Coronets for sale in the United States at any point after 1999 is absolutely untrue, except for the ones being made by Satellite Amplifiers. It is not in any catalog, nor are there any that have ever shown up for sale, new or used.. This is quite an easy thing for anyone to fact check. Gibson Brands claim of making a Coronet in 2008 is missing one extremely important piece of information. Was this sold in the United States of America?

Lastly, to address the concept that this is about profiting off of the efforts of Gibson Brands, or their intellectual property, I would like to offer out this. Gibson abandoned the model in 1999, and the only singular reason for them to come after it now, is that they have already remade the guitars and announced them being part of their Summer 2020 lineup. The interest in this model and the revival of its history is completely done by Satellite Amplifiers. Gibson is attempting to step in and ride this popularity to their own profit. The offer to settle and sell the trademark by Satellite Amplifiers was done purely out of good will and hope for the future of Gibson Brands being able to return to their glory years. The price asked was way under what the actual value of the trademark is worth, and is the normal first step in situations such as these.

Once again, Gibson Brands is extending a heavy hand at a time when being approached with a handshake.