

## FOR IMMEDIATE RELEASE

### **BROADMARK GRANTED PATENT FOR gCAP™ TECHNOLOGY** *gCAP™ presents a simple, yet elegant storage solution for headwear*

**Park City, UT - October 5, 2007** – Broadmark, Inc. was recently granted a patent for its gCAP™ TECHNOLOGY solution. gCAP™ is a refined, yet simple solution for all headwear including caps, hats, and visors that firmly holds and protects glasses, sunglasses and other items from falling off and becoming lost or damaged. It will be marketed under the trade name gCAP™ Technology, which is the acronym for **g**lasses to **C**ap **A**ccess **P**oint. The release of this information is timed to coincide with the mailing of sample caps with the gCAP™ technology to key headwear executives in North America.

“The gCAP™ utility patent covers the incorporation of a holding system for headwear that is a uniquely superior and convenient storage mechanism for articles such as eyeglasses, sunglasses, safety glasses, prescription glasses and the like, writing utensils such as pens, pencils and the like, and small tools such as screw drivers, pliers, laser pointers, small flash lights and the like, on a variety of headwear”, said Norman Zafman, patent attorney of Blakely, Sokoloff, Taylor & Zafman of Los Angeles, CA. “Licensing this technology affords current suppliers of headwear the opportunity to incorporate the gCAP™ functionality into their product designs, and thereby, to substantially increase the market appeal of those products and the market share enjoyed by such licensed suppliers”, he added.

It is common practice for individuals to wear sunglasses or other types of eyewear, particularly in the outdoors, to protect the eyes against the harmful rays of the sun. It is also a frequent practice for users to utilize headwear, such as hats, caps, visors or headbands to provide further protection against the sun or to keep sweat out of a person's face. It often becomes desirable to remove eyewear, such as sunglasses for example, when entering a darkened environment, such as a home, restaurant, shopping mall etc. Moreover, it is common practice to utilize articles such as pencils, flashlights or tools such that it often becomes beneficial to provide a holding device for holding the eyewear or articles when they are not in use.

“The gCAP™ concept was borne out of my own need to have a holding storage area for my glasses. I really got tired of dropping and cracking them or worse, losing expensive eyewear”, said Pete Cotutsca, the inventor and Director of Product Development. “So I went about developing a design that was practical, easy to operate, safe, economical and most of all visually appealing”, he adds.

By securing the initial patent, Broadmark is now the exclusive owner of a uniquely superior and convenient storage solution for headwear. A second U.S. patent application relating to the gCAP™ technology is currently pending in the U.S.. Patent applications covering this technology are also pending in other countries of the world. .

“When Pete first showed me his invention, I immediately saw a tremendous opportunity to bring a useful product to market,” Rick Flagg, CEO of Broadmark, says, “With a myriad of styles, it fits into any headwear and makes such a fashion statement while meeting a practical function. We expect over the next few years over half of all headwear will include some adaptation of the gCAP™ solution. We will continue to develop innovations for the future.”

Broadmark intends to license its intellectual property rights through a wide variety of channels, including military, industrial and consumer. “The gCAP™ patented solution is especially relevant in light of today's environmental concerns. The proliferation of lost and damaged eyewear in landfills will be reduced. And that's a nice added benefit”, adds Mr. Flagg.

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**About Broadmark, Inc.**

Broadmark Inc. is a CA corporation with its product development and marketing office in Park City, UT. Founded in 1985, Broadmark was originally established to market products from its sister company Apple Pie, Inc., a thriving trading company based in Taiwan. Broadmark, Inc. has marketed a wide range of consumer goods to major retailers, distributors, and wholesalers throughout North America, S. E. Asia, Australia, Japan, Europe, Russia and India.

Broadmark holds patent protection for the design and utility of incorporating gCAP™ into headwear. For more information regarding licensing gCAP, please contact:

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