

Trademarks Issued to Krampade by the United States Patent and Trademark Office

LINCOLN, Nebraska, February 14, 2017 Krampade, LLC, a Lincoln-based company, announces the issuance of trademarks for its tag line “Base on Science, Not Sweat” and for its name “Krampade,” by the U.S. Patent and Trademark Office.

“This is great news and helps us to continue building our brand identity in a very competitive sports drink market” says Eric J. Murphy, CEO. “Registration of these marks is critical for our long-term marketing strategy,” he said.

“Based on Science, not Sweat” helps establish the difference between Krampade and other leading sports drinks, which are focused on the composition of sweat. Krampade is focused on the shift in kidney function that occurs during sweating as well as the loss of electrolytes during normal kidney function.

“Fundamentally, this is what sets Krampade apart from the other products in the market place. As we move forward, we will continue to emphasize that we are a product line that functions as an anti-cramping drink as well as a sports drink,” says Murphy. “The beauty of our product line is the depth and breadth of our consumer base, which translates into helping a lot of people resolve their issues with cramping.”

Krampade, LLC is a Lincoln, Nebraska-based company focused on mitigating and preventing cramp formation using a patent-pending formulation.