

ITC Issues Import Ban In Dermatology Needle Patent Case

By Adam Lidgett

Law360 (June 4, 2025, 6:03 PM EDT) -- The U.S. International Trade Commission has blocked certain imports of skin treatment devices that infringe a series of patents owned by the U.S. subsidiary of a South Korean dermatologist's needle business.

In a notice Tuesday, the ITC said it was issuing a limited exclusion order against imports of products infringing four patents of Serendia LLC, the California-based outpost of South Korean medical equipment manufacturer VIOL. The ITC also issued a cease-and-desist order specifically against rival EndyMed Medical, which supplies plastic surgeons.

Without expanding on its reasoning publicly, the ITC said in its notice Tuesday that it found a violation of Section 337 of the Tariff Act of 1930, which prohibits the importation of infringing products.

That followed a decision from December in which Administrative Law Judge MaryJoan McNamara sided with Serendia, which had gone to the ITC in 2023 with an expansive complaint that targeted at least six groups of rival needle companies.

Following an evidentiary hearing in 2023, Judge McNamara came down on Serendia's side against the rival needle companies, but only EndyMed Medical Inc., a clinic supplier based in New Jersey, was mentioned as the party covered by the cease-and-desist orders.

Serendia also has gone to federal court against EndyMed Medical, but that action has been held for the end of litigation at the ITC.

"We are grateful to the commission for its careful review of this matter and finding of infringement of Serendia's asserted U.S. patents related to novel radio frequency microneedling medical technology," Kevin Wheeler of Latham & Watkins LLP, an attorney for Serendia, said in a statement to Law360 on Wednesday. "Serendia greatly values the key intellectual property it has developed for RF microneedling and looks forward to continuing to promote fair competition in the RF microneedling space."

Counsel for EndyMed did not immediately respond to a request for comment Wednesday.

The patents-at-issue are U.S. Patent Nos. 9,320,536; 9,480,836; 9,775,774; and 10,869,812.

Serendia is represented by Kevin Wheeler, Charles Sanders, Michael David and Cecilia Peniza of Latham & Watkins LLP.

EndyMed is represented by David A. Loewenstein, Guy Yonay and Kyle Auteri of Pearl Cohen Zedek Latzer Baratz LLP and Beau Jackson and Samantha Sweet of Husch Blackwell LLP.

The case is In the Matter of Certain Dermatological Treatment Devices and Components Thereof, case number 337-TA-1356, before the U.S. International Trade Commission.

--Editing by Stephen Berg.

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