

Compilation of posts about the history of MIJ Mosrite guitars, by 村田俊行.

IMHO this information is very interesting for MIJ Mosrite owners. I made this compilation to preserve the information and the timeline, and centralize the discussion. Enjoy!

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We have posted chronologically the stories about why Kurokumo and FILLMORE have sold counterfeit Mosrite. These contents are based on the testimony of Mr. Kazuo Morioka, the founder of "First Man" who sold Mosrite's regular OEM guitar Avenger model:

1962

When Nokie Edwards visited the studio of Semie Moseley to shave off his telecass neck, I met a low-fret, thin neck, a powerful PU-specification Mosrite guitar. Later Nokie Edwards purchased Mosrite guitar for 250 dollars that was unfriendly then began to use.

1963

The Ventures' rhythm guitar, Don Wilson, bass guitar Bob Bogle will also start using Mosrite guitar. Mr. Semie Moseley, president of MOSRITE Inc., who got a significant investment from Ventures, expanded the plant to 1500P Street. It started mass production. (200 units/1963, 800 units/1964, 1,800 units/1965, 2,100 units/1966)

1964

We also extend the studio to 1424P street. The Mosrite of Carifornia logo starts to enter the hardware. Vibramute unit also changes from aluminum to brass, and it changes from set neck to bolt on considering productivity. 100 employees work.

January 1965

The Ventures is a full member and brings Mozillaire guitar to Japan for the second time. On May 8, the same year, Ventures - Mosrite will apply for trademarks such as "MOSRITE" "VENTURE - MOSRITE" to the Japanese Patent Office.

June 1965

Asuka trade co., Ltd of Japan started importing Mosrite guitar from Ventures - Mosrite Corporation. 1966

Combo, Celebrities, Gospel, etc. are born various models. Production of fuzz, PU, and Amp also started, but it is going to be too difficult to manage due to excessive development funds.

March 20, 1967

The Japanese Patent Office registered trademarks "Venture - MOSRITE", trademarks of Ventures - Mosley Co., Ltd. (Registration registration as trademark registration No. 736316)

May 1968

In Japan, Mosrite guitar was monopolistically imported by Asuka trade until the trademark registration, but although the famousness increased, the sales were sluggish because it was expensive. Therefore, as a result of examining sales promotion by Mosrite head office exporter director visited Japan, a plan to collectively delegate sales to Firstman Co., which was rapidly increasing sales performance at the time was settled. Asuka trade requested Firstman to buy a minimum of 240 pieces per year here, Firstman requested Mosrite's production rights in Japan and monopoly technology provision, agreed, Asuka trade led a contract Was exchanged. First Man Manufactured Mfg. Co., Ltd. acquired a production license from Mosrite Corporation and started manufacturing and selling "Mosrite Avenger Model" as an electric guitar with a mark of "M mosrite". This is a genuinely recognized "Mosrite · guitar" made in Japan. At that time, the Kurokumo factory was producing parts of the neck part and body part by subcontract. The Mosley unit was said to have been subcontracted by a die casting company in Suwa, Nagano Prefecture.

1969

As a subcontractor of First Man Instrument Manufacturing Co., Ltd., the Kurokumo factory manufactures the "Mosrite Avenger Model" as the subcontractor of First Man Instrument Manufacturing Co., and produces an electric guitar with the mark of "M mosrite" and delivers it to Firstman Instrument Manufacturing Co., Ltd. Started.

July 1969

American MOSRITE Inc. Went bankrupt, but after two months it will rebuild the company with funds from another sponsor (Kustom). Japan's first man musical instrument manufacturing company which had sold the avenger model withdrew from the guitar industry. By this, the Avenger model was supposed to stop selling.

July 1969

Several executives of Japanese former electric guitar dealer "Honey" (bankruptcy in 1968) established Logic Company, purchased Mosrite's wood part where inventory was at the the Kurokumo factory. Through an intermediary, and Mosrite We started producing copy Mosrite without permission of the company. And until 1977, the Kurokumo factory. Was responsible for the production of only the woodworking part.

1972

In Japan, June 22 "M mosrite", a certain person filed a Japanese patent office with no permission of Mosrite Corporation of America. (Registration No. 1419427)

1976

Semie Moseley returned to Bakersfield again and made a venture founding model and a new series to celebrate the 200 years of American foundation, but due to lack of funds it could not be mass-produced, and he fell out of shape and moved to Phoenix, Arizona. In this year, Mr. Yusa opened a Fillmore instruments store and started importing and selling Mosrite guitar.

March 20,

1977 Japanese trademarks such as Ventures - MOSRITE 's "MOSRITE" disappear with the expiration of the period. A person was transferred free of charge to Kurosawa Shoji Co., Ltd. on June 16 of the same year "M mosrite".

September

28, 1977 Kurosawa instruments of Japan transferred the right to apply for the trademark of "M mosrite" to the Kurokumo factory for 4 million yen without obtaining permission from US Mosrite company. And, believing that the trademark right of "M mosrite" was obtained, the Kurokumo factory. Began producing and selling the finished product of M mosrite guitar.

1979

Semie Moseley remarried Mr. Loretta. September 10 of the same year Japan trademarks such as "MOSRITE" by Ventures - Mosrite Co., Ltd. were deregistered.

1980

Semie Moseley has recovered from illness, moved to Carson, Nevada, and has been producing more than 30 monthly productions due to the large number of offers from Japan. On 30th of the same year, the Japanese patent office registered and registered "M mosrite" of the Kurokumo factory. Subsequently renewal registration of the duration of trademark rights. As a result of this, the existing fact that Mosrite of Semie Moseley in America and Mosrite of Japanese cloud cloud manufacturing factory not recognized by Semie Moseley exists existed. March 1981 Mr. Yusa of Fillmore Instrument Store and Semie Moseley met for the first time at the "Vintage Show" held in Dallas, Texas, USA.

May 26, 1981

Semie Moseley acquired the trademark right of "Mosrite" from the US government.

1982

Semie Moseley will set up a factory in Jonas Ridge North Carolina, home of his married wife Loretta and will produce 300 to 400 bottles. March 1983 Semie Moseley visited the Fillmore instrument store.

September 1, 1983

Performance · guitar (president Sugai) will obtain the trademark right "M mosrite" from California state government in the United States. In November of the same year Semie Moseley loses everything by fire, but rebuilds the factory with borrowing funds from the state.

1984

From this time on, the Japanese Kurokumo factory started appending the letters "of California" at the bottom of the trademark "M mosrite" of "Mosrite guitar". Of course, I did not get permission from Semie Moseley.

1990

Kurokumo factory submits an application for renewal registration of the trademark "M mosrite" to the Japanese Patent Office.

April - May 1992

Semie Moseley relocated to Boonville, Arkansas, USA, and announced the Nokey-Edwards 30th anniversary model (which is said to be limited to 30). And Semie Moseley founded Unified Sound Association (hereinafter referred to as Unified).

June 1992

Semie Moseley was hospitalized after losing her physical condition. May 1992 Mr. Yusa visited Unified Company, a new company factory in Boonville, and Mr. Yusa and Semie Moseley signed a contract to create 40 of the 40th anniversary model of Mosrite / guitar, firstly Mr. Yusa takes over the condition . At that time, most Mosrite guitar shipped by Unified was said to have been shipped to Mr. Yusa (Fillmore Instrument Store).

August 7, 1992

Semie Moseley died. Age of 57 years. The cause of death is osteosarcoma. Funeral on 10th. Mr. Yusa worked on the 40th anniversary commemorative model of Mosurite while giving technical guidance to amateur workers collected at Unified company in Boonville, Arkansas, after the death of Semie Moseley. (Due to this series of movements, Mr. Yusa misunderstood that he was a successor who was recognized by Semie Moseley, it seems that he insisted thereafter.

April 1994

The return of loans received from the state has been delayed and seizure from the state has made it impossible to continue producing the Mosrite guitar, and Unified company goes bankrupt.

October 1996

Yusa lost the status as a dealer only of the 40th anniversary model of Mosrite guitar concluded with Semie Moseley due to the bankruptcy of Unified company, then at that time somehow Moslight's trademark I contacted Sugai Musical Instrument, Inc. which was in the State of California where I was registered, built a production line for Mosrite guitar, made a fake "Mosrite Guitar" with quoted trademarks, USA Mosrite began selling at Fillmore instruments shop while advertising, etc., and filed applications for trademarks including the letters "M mosrite" in the United States.

~ 2000s

Fillmore instruments shop (Fillmore since April 2000) calls the fake Mosrite guitar to be sold at its own store as 'the total importer of the USA moslight product of the reprint version', 'true moslight',

'genuine moslight' It has sought to utilize quotient trademark customer attraction while intending to make Japanese consumers misunderstood. On the other hand, although the Kurokumo factory was also merely subcontracting the production of the wooden part of the Avenger model, which is a regular Japanese made Mosite guitar, the real Mosrite guitar is a fake Mosrite. He continued to manufacture guitars.