

## **Pro V Gone? Life after the Pro V1...**

*Source: Golfballs.co.uk*

*Dated: Dec 03, 2008*

*With all the controversy currently surrounding the Titleist Pro V-1 ball and the supposed infringed patents, Golfballs.co.uk examines the premium golf ball market without the Pro V1.*

The Titleist Pro V1 was one of the best selling balls for a number of years. The ball was used by many professionals including; Pdraig Harrington, Vijay Singh, Lee Westwood, David Love III and Jose Maria Olazabal. The Pro V1 was one of the top selling balls in the amateur circuit and now the ball will stop production in January 2009.

Titleist introduced the Pro V1 golf ball based on its own technological advancements and research in 2000. Pro V1 golf balls incorporate the combination of many Titleist technologies developed and accumulated over the past twenty years.

Spalding received 4 patents in 2001 and 2003 well after the Pro V1 was developed and introduced. Callaway acquired these patents when they purchased Spalding in 2003. It has re-examined the patents and issued final actions that all 4 of these patents are invalid and should never have been issued. Callaway filed a suit in 2006 claiming that the Pro V1 golf ball infringed on four patents. In 2007 a jury found partially in favour of Callaway and partially in favour of Acushnet.

Titleist appealed against the court to the Federal Circuit Court of Appeals. They disagreed with their court's ruling as the court did not permit the jury to consider very important evidence including the fact the US patent and trademark office has issued actions that all four patents were invalid.

Callaway asked the lower court for an order stopping Acushnet from selling golf balls covered by the patents. This was a long battle with Titleist and the lower court ruled that Acushnet may not sell Pro V1 golf balls covered by the patents after January 1, 2009.

So what are you going to do in 2009 when the ball will no longer be sold? What if you have been using the ball for eight years and have no idea what to use! Golfballs.co.uk ( <http://www.golfballs.co.uk> ) can help you choose an alternative ball.

Titleist will be revealing the new Pro V1 in January 2009 and it will be a new version of the ball. However there are no guarantees of how good the ball will be. The Pro V1 will have to be completely redesigned so that it meets the patent needs. The ball has no guarantees as to how good it will be. The ball will be available in the same packaging however the new balls will have a red sticker stating they are the new design.

We offer a variety of balls at <http://www.golfballs.co.uk> which could help replace the Pro V 1 golf balls.

Nike offer a variety of golf balls and even have Tiger Woods using their brand - the full range is available at <http://www.golfballs.co.uk/nike-golf-balls.aspx> . Nike are up to date with technology and have a variety of balls which can help replace the Pro V1. The ball which Tiger Woods uses is Nike Golf One Platinum. The Nike ball was engineered to deliver longer distance, enhanced workability and tour level feel for players who demand total performance. The Nike One Platinum features Power Transfer Technology. This is a revolutionary new inner layer design that delivers increased ball speed off metal woods, long irons and off centre hits. The Nike Golf One Platinum has a progressive density core which increases ball speed for

improved distance. The ball is great off the tee and on the greens and is in the same market as the Pro V1.

Also from the Nike range will be three types of balls released in February 2009. These are Nike Tour, Tour D and Vapour. The Nike Tour is the next generation of the Nike one ball. The ball is aimed for low handicappers and has a four piece construction unlike many of the other leading brands.

Nike Tour D is replacing the Nike One Black for the 2009 season. The Tour D offers the player maximum distance and outstanding performance. They are designed to deliver more distance however still retaining the tour level spin and control for low handicappers. The Tour D ball has a three piece construction with a softer core to give speed from a wide range of swing types.

Callaway were in dispute with Titleist over the Pro V1 ball however have a ball which is just as good. The Callaway Tour I golf ball has an optimal balance between distance and control. A softer core offers unprecedented tour feel and the soft urethane cover generates more spin for precision control and aggressive shot making. The Callaway Tour I has a four piece construction which features a dual core design. A low compression inner core that removes weight from the centre of the ball delivering more moment of inertia for increased distance and accuracy from the long clubs, and a high compression outer core for imparting huge amounts of spin from the short irons and wedges.

The Callaway HX Hot Bite is another fantastic ball which promotes the same values as the Pro V1 ball by Titleist. It features the same core engine that propels the ball huge distances but also has a softer outer cover, increasing spin and control in short irons and wedges. The ball comes at low price the standard of product and is a good alternative to the Pro V1 ball.

Last year Srixon had the number one selling two-piece ball with the AD333. They have a range of golf balls which have been just as good as the Titleist Pro V1. The Srixon Z-URC and the Z-URS are tour winning golf balls. They both are the softest of the family providing more spin with all clubs and greater control with approach irons and delicate scoring shots around the green.

However if you want stay with the same brand, Titleist, then the next best ball is the Tour Prestige. The ball is ideal for golfers who seek distance without compromising feel. The ball is combined with a soft Pro White Fusablend cover that is remarkably durable.

So there is no need to panic over your loved Titleist Pro V1 ball as there are other alternatives out there which are just as good. Golfballs.co.uk offer all of these balls and at low prices. You can also give them a personal feel by adding a picture and/or text for a low price.

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