

Monster Loses "Made for iPhone" License

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Monster learns the consequences of going against Apple-- the Wall Street Journal reports Apple has pulled Made for iPhone (MFi) certification from Monster's range of Lightning charging cables and headphones.



The reason? Monster says it is retribution for a January 2015 lawsuit filed against the Apple-owned Beats accusing Dr. Dre and Jimmy Iovine of defrauding and "betraying" Monster CEO Noel Lee when the two companies parted ways in 2011.

The split was the result of Beats selling 51% of the company to HTC, bringing about a change of ownership clause in the Beats/Monster Deal. Two years later Beats bought back the HTC stake, and convinced Lee to sell his remaining 5% share in the company. Something of a mistake, in hindsight seeing how Apple bought Beats for \$3 billion last year...

Either way, now Monster has to stop selling products bearing MFi branding by September 2015, and will not be able to make more MFi-certified iDevice accessories. According to the company around 900 Monster products have been made under the MFi program since 2008.

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