

CONVERSE STOPS STARTER

New York, January, 1997

STARTER ENJOINED FROM USING ITS LOGO ON FOOTWEAR

DECLARATORY JUDGEMENT DENIED

A jury in U.S. District Court for the Southern District of New York found for Converse on all issues.

Starter, a manufacturer of sports clothing, had sued Converse in federal court in New York, requesting that the Court issue a declaratory judgement against Converse, allowing Starter to use its "S & Star" logo on footwear. Converse argued that confusion would result if Starter used its mark on footwear and would infringe on Converse's "Star" mark which had been in use since 1917. In addition, Converse argued that the companies had agreed during negotiations in 1992 that Starter would not use its mark on footwear and Converse would not oppose Starter's registration of its mark on sportswear.

The jury found for Converse on both the confusion and equitable estoppel issues.

Litigation Strategies, Ltd. assisted named partner Harley Lewin of Lewin and Laytin in jury selection, strategy development, and graphics, helping to bring this case to a successful conclusion.

- Strategic Research
- Witness Preparation
- Demonstrative Exhibits



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