

Trademark Confusion/Dilution

issue

A company was using a name that was very close to the name of our client. Our client felt that allowing this company to continue to use the name would negatively impact their business and that the competitor was benefiting from the well-known name and equity of our client.

action

A survey was designed and conducted among potential customers of each of these stores measuring association and perceptions. In accordance with legal protocols, sample was tightly controlled, respondents were validated regarding participation and survey criteria, and data was verified and scrutinized.

outcome

It was found that a significant percent of customers believed that because of the name, the competitor was in some way connected to our client. The client was, therefore, able to get this competitor to discontinue using the name.

