

Beyond Meat Hit With \$38.9M Verdict In Ad Slogan TM Suit

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Ben Wagner, a partner in Troutman Pepper Locke’s Intellectual Property Practice Group, was quoted in the November 24, 2025 *Law360* article, [“Beyond Meat Hit With \\$38.9M Verdict In Ad Slogan TM Suit.”](#)

An 11-member jury awarded Sonate Corp., which does business as Vegadelphia Foods, \$23.5 million in actual damages, plus \$15.4 million in disgorged profits for the willful infringement, according to Vegadelphia’s counsel, Ben L. Wagner of Troutman Pepper Locke LLP.

Wagner said in an email Monday that his client is thrilled to have received justice from a jury that understood the severity of Beyond Meat’s infringement and the extent of the damage it caused a competitor during the plant-based meat industry’s boom.

“You cannot take what does not belong to you, and today represents a milestone for all companies who have faced such a situation,” Wagner said. “It is my hope that this result will help encourage thoughtful trademark practices and encourage others to respect the intellectual property rights of others.”

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During trial, Wagner told jurors Beyond Meat “flooded the market” with a confusingly similar slogan, placing the allegedly infringing slogans on storefronts, ads and celebrity promotions, “leaving no oxygen for the real owner.”

Wagner argued evidence shows Beyond Meat executives internally discussed continuing to use the slogan even after the company assured Vegadelphia that it would stop, leaving Vegadelphia with no other choice but to sue.

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