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Dupe Culture Disrupts Retail as Lawsuits Surge Over Copycats

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Karl Zielaznicki, a partner in Troutman Pepper Locke's Health Care + Life Sciences Intellectual Property Practice Group, was quoted in the October 12, 2025 *Axios* article, "[Dupe Culture Disrupts Retail as Lawsuits Surge Over Copycats](#)."

Lawsuits like Lululemon's can backfire and "unintentionally endorse the quality of a dupe product," Karl Zielaznicki, a trademark lawyer at Troutman Pepper Locke, told *Axios*.

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The bottom line: "Trademark and trade dress cases hinge on demonstrating a likelihood of confusion," Zielaznicki said.

"Consumers often recognize and seek out dupe products as cheaper alternatives rather than the original, making confusion unlikely," he said.

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