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WRITTEN BY

Howard J. Shire | Di'Vennici K. Lucas

In a recent decision by Judge J. Paul Oetken of the U.S. District Court Southern District of New York, the issue of trademark infringement collides with the dynamics of social media and online presence. Particularly, the court addresses the extent to which social media profile “bios” could confuse or mislead consumers. Can online community customs be construed to support a claim of trademark infringement under the Lanham Act?

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