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No Infringement Intended – The World Wrestling Federation's Biggest Fight: A Look at Trademark Law and Global Brand Recognition

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Wrestling fans have their own take on the wonders of the world. André the Giant, dubbed by fans as the Eighth Wonder of the World, was a wrestling legend. The Ninth Wonder of the World was Chyna, a trailblazer who broke barriers in the industry. A key member of D-Generation X (DX), Chyna stood alongside one of the most infamous factions in the history of the World Wrestling Federation (WWF). Known for their rebellious antics, DX embodied the wild energy of the WWF's "Attitude Era," when professional wrestling wasn't just entertainment, it was a cultural phenomenon.

While the WWF was captivating audiences with spectacles like WrestleMania, a different battle was brewing outside the ring – with a very unlikely rival. The World Wildlife Fund, a global conservation organization, was claiming ownership over the same name: WWF.

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