

No Infringement Intended: What the 'Cooler Wars' Teach Us About the Limits of Patent Protection

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Picture this: It's a scorching summer day. You're at the pool, cold drink in hand, music playing, with your gear lined up. The cooler, the chair, the Bluetooth speaker. For a lot of people, that cooler is a YETI. Or is it? A decade ago, if you looked closely, you might've noticed an almost identical cooler, same shape, same rubber latches, but a different name: RTIC. And it was half the price of YETI, as they advertised widely.

Behind the insulated walls of those premium containers was a much hotter fight over patents.

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