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# What Were the Cooler Wars? (Part 1)

## No Infringement Intended

### SPEAKERS

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In this episode, Austin Padgett and Rusty Close delve into the intellectual property battle between cooler giants YETI and RTIC. They explore how YETI created a lifestyle brand of coolers and drinkware, and how RTIC brazenly entered that market with similar products at half the price, leading to lawsuits over patents, copyrights, and trade dress infringement. The discussion highlights the complexities of patent protection in certain product markets, the importance of brand equity, and the strategic decisions companies make to safeguard their IP and market position.

[No Infringement Intended](#), hosted by Rusty Close and Austin Padgett, is your go-to podcast for exploring the fascinating intersection of intellectual property and pop culture.

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