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What Were the Cooler Wars? (Part 2)

No Infringement Intended

SPEAKERS

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In this episode, Austin Padgett and Rusty Close delve back into the ongoing legal battle known as the "Cooler Wars" between YETI and RTIC. In Part 2, they discuss the various intellectual property strategies YETI employed to protect its products, including patents, trademarks, and trade dress. The conversation highlights the challenges of enforcing IP rights in the consumer products market, particularly when dealing with products that have been around for decades. They emphasize the importance of a comprehensive and strategic approach to IP protection to fend off competitors.

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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