

News

PARTNER JEFF WAKOLBINGER DISCUSSES TRADEMARK INFRINGEMENT SUIT WITH LAW360

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Jeff Wakolbinger, a partner in BCLP's Intellectual Property and Technology Disputes practice, recently spoke with Law360 about Patagonia's trademark infringement suit against drag queen and environmentalist Pattie Gonia.

In the article, Jeff discussed potential consumer confusion, reputational concerns and how cease-and-desist letters should be written with both argument and tone in mind as there's a possibility that private communications might become public. Jeff told Law360 that making parody works and products into commercial endeavors is often the trigger for infringement lawsuits.

Read the [full article](#) to explore Jeff's insights.

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