

News

JEFF WAKOLBINGER DISCUSSES TRADEMARK CASES TO WATCH WITH LAW360

Jul 28, 2026

Jeff Wakolbinger, a partner in BCLP's Intellectual Property and Technology Disputes practice, recently spoke with [Law360](#) about trademark cases to watch in the second half of 2026.

In the article, Jeff discusses a case by Mondelez International Inc. against Aldi over a variety of snack-food products sold in packaging that allegedly infringes trade dress owned by Mondelez.

"In a trademark case, what matters is the consumer perception," Jeff said to Law360. "Your consumers in that case are Aldi shoppers. If they know exactly what they're buying, is there infringement?"

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