

News

JEFF WAKOLBINGER SHARES INSIGHTS ON NINTH CIRCUIT CASE WITH WORLD TRADEMARK REVIEW

Aug 07, 2026

Jeff Wakolbinger, a partner in BCLP's Intellectual Property and Technology Disputes practice, recently spoke with [World Trademark Review](#) about *Jack Daniel's v. VIP Products*, a dispute that has lasted nearly 12 years.

The case centers on VIP Product's "Bad Spaniels Silly Squeaker," a chewable dog toy designed to look like a bottle of Jack Daniel's whiskey incorporating a healthy dose of canine potty humor. The Ninth Circuit ruled that the whiskey maker failed to prove trademark dilution by tarnishment in relation to the dog toy.

In the article, Jeff shared his insights on the case, noting that the ruling "makes dilution by tarnishment a very difficult claim to prove" but highlighting that dilution by blurring remains an important claim for owners of truly famous marks.

Related Capabilities

- Intellectual Property & Technology Disputes

This material is not comprehensive, is for informational purposes only, and is not legal advice. Your use or receipt of this material does not create an attorney-client relationship between us. If you require legal advice, you should consult an attorney regarding your particular circumstances. The choice of a lawyer is an important decision and should not be based solely upon advertisements. This material may be "Attorney Advertising" under the ethics and professional rules of certain jurisdictions. For advertising purposes, St. Louis, Missouri, is designated BCLP's principal office and Kathrine Dixon (kathrine.dixon@bclplaw.com) as the responsible attorney.