

# **Buc-ee's Ltd.**

Buc-ee's Ltd. v. Shepherd Retail, Inc., et al., No. 4:15-cv-03704, U.S. District Court for the Southern District of Texas

Represented Buc-ee's in defending its famous logo in litigation including counts alleging trademark infringement, trademark dilution, unfair competition, and unjust enrichment. In May 2018, a jury returned a unanimous verdict that Buc-ee's logo is famous and that the defendants violated the law by using logos that were confusingly similar and likely to cause dilution of Buc-ee's famous logo.