Federal court rules in favor of Banner & Witcoff client NIKE, Inc., in “Fuel” trademark dispute

June 2, 2014

On May 28, 2014, the U.S. District Court for the District of South Carolina dismissed trademark infringement and unfair competition claims brought against NIKE, Inc., by Fuel Clothing Co. Inc., over use of the “Fuel” mark.

The court had granted summary judgment to NIKE on March 20, 2014, finding there was no likelihood that a consumer would confuse NIKE’s Nike+ FuelBand and related products with Fuel Clothing’s skateboarding and surfing apparel.

NIKE was represented in this matter by Banner & Witcoff attorneys Christopher J. Renk, Erik S. Maurer, Michael J. Harris and Audra C. Eidem Heinze.

For more information, click here to read an *IP Law360* article titled, “Nike Wins ‘Fuel’ Trademark Row in SC Federal Court.”

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