Banner Witcoff Client Buc-ee's Wins Houston Corporate Counsel Award for Business Litigation of the Year

On April 25, the Houston chapter of the Association of Corporate Counsel and The Texas Lawbook awarded Banner Witcoff client Buc-ee's and its deputy general counsel and head of litigation, Tracy Richardson, the 2019 Houston Corporate Counsel Award for Business Litigation of the Year.

Banner Witcoff worked with Mr. Richardson to secure a jury verdict for Buc-ee's in a May 2018 trademark trial against a chain of Texas travel centers. The 12-person jury unanimously found that Buc-ee's cartoon-beaver-logo trademark was famous and that the defendants infringed and diluted it, returning a verdict for Buc-ee's on all counts—including trademark infringement, trademark dilution, unfair competition, and unjust enrichment.

An article about Buc-ee's and Mr. Richardson winning the award is available online to subscribers of The Texas Lawbook.

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