

## **Banner & Witcoff Enforces Buc-ee's Famous Logo with Jury Verdict on All Counts**

On May 22, 2018, Banner & Witcoff secured a jury verdict for client, Buc-ee's, against a chain of travel centers in Texas. The 12-person 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. The Houston jury found in favor of Buc-ee's on all counts, including trademark infringement, trademark dilution, unfair competition, and unjust enrichment. The jury verdict was significant for Buc-ee's and all famous brands.

On Aug. 3, 2018, U.S. District Judge Keith P. Ellison issued an order barring Choke Canyon from using its alligator logo.

Click [here](#) to read Law360's coverage of the order, "Texas Gas Station Can't Use Logo After Buc-ee's TM Win."

Buc-ee's and its popular Texas travel centers are represented by Joseph J. Berghammer, Janice V. Mitrius, Timothy J. Rehtien, Eric J. Hamp, Katherine L. Fink, and Kevin Dam of Banner & Witcoff. The case is Buc-ee's Ltd. v. Shepherd Retail, Inc., et al., case number 4:15-cv-03704, in the U.S. District Court for the Southern District of Texas.

The logos at issue are shown below:



Buc-ee's Famous Logo



Defendants' Infringing  
Logo

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