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News & Insights

Denver IP Attorney Zachary S. Al-Tabbaa for The Trademark Lawyer Magazine - Columbia v. Columbia: a trademark clash between education and apparel

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By: Zachary S. Al-Tabbaa

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https://trademarklawyermagazine.com/columbia-v-columbia-a-trademark-clash-between-education-and-apparel/

Zachary S. Al-Tabbaa of Hall Estill wrote this article for The Trademark Lawyer Magazine.

At its core, the dispute between Columbia Sportswear and Columbia University is about how entities that coexist under a shared term must adhere to clearly defined boundaries, both contractually and in the marketplace, to avoid consumer confusion.

Columbia Sportswear has become a global leader in outdoor apparel and gear. Its branding centers around the word “Columbia,” a name that, through decades of consistent use and billions in sales, has come to signify quality outerwear in the minds of consumers. The company owns incontestable federal trademark rights in the COLUMBIA mark for apparel and related goods and has long invested in associating that mark with its distinctive blue color palette, product quality, and accessible pricing. READ MORE

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