

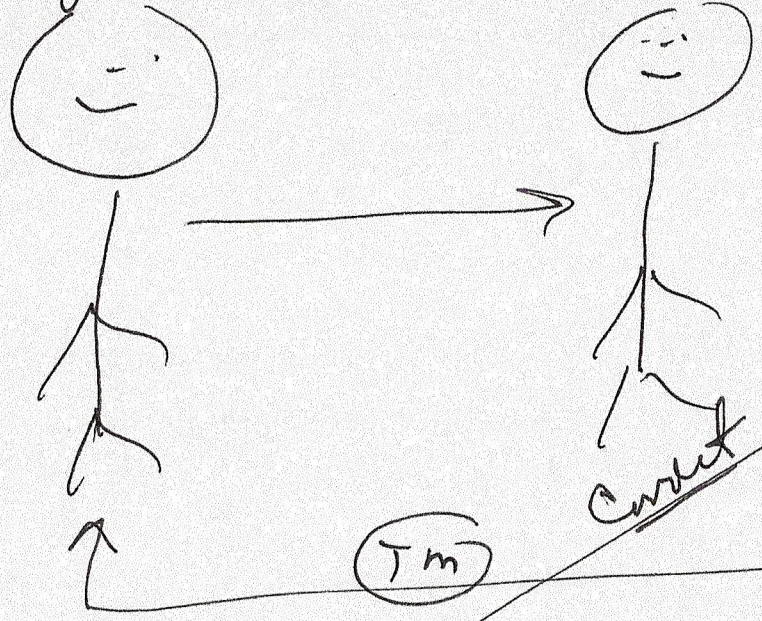
#12 - Sportswear

Trademark Infringement

Royalty
part of infringement
trade secrets
work
trademarks beyond
continued by beyond
authorities

Sportswear

Victoria's Secret



District Court
vs violated
Lanham Act

"Miracle Bra" (1993)

"possibility of confusion"

- Past + Future Royalties
- Damages

1994

Sportswear
\$69⁰⁰

Same price applied TM needed bec of MS

1992

1050

Swimsuit
market

"Miraclesuit"

Hold in
Control
Hesshaist

unique dynamic
exciting +
memorable

"likelihood of confusion"

"Miraclesuit"