
De Beers LV Trademark Ltd. v. DeBeers Diamond Syndicate, Inc.

440 F. Supp. 2d 249 (S.D.N.Y. 2006)

The firm won a trial before the United States District Court for the Southern District of New York on behalf of plaintiffs De Beers LV Limited and De Beers LV Trademark Limited, owners of rights in the famous DE BEERS mark.[More](#)

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The firm won a trial before the United States District Court for the Southern District of New York on behalf of plaintiffs De Beers LV Limited and De Beers LV Trademark Limited, owners of rights in the famous DE BEERS mark. Calling the DE BEERS mark “one of the most famous brands in the world,” the District Court ruled that the defendants’ attempt to use the DE BEERS name to sell diamonds over the Internet was “entirely in bad faith” and accordingly found the defendants liable for trademark infringement, trademark dilution and unfair competition.