
JR Tobacco of America, Inc. v. Davidoff of Geneva (CT), Inc.

1997 U.S. Dist. LEXIS 1501 (S.D.N.Y. February 13, 1997)

The court granted the motion for summary judgment we filed on behalf of Davidoff, a maker of premium cigars. JR used Davidoff's trademarks in advertising for "JR Alternative" cigars, which JR claimed duplicated famous brands.[More](#)

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