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# Lacoste Alligator S.A. v. Maxoly, Inc.

2009 WL 1227922 Opp. No. 91177866 (T.T.A.B. 2009)

On behalf of Lacoste, the owner of the famous alligator logo, the Firm filed an opposition to Maxoly's application to register a mark consisting of the words COLBA ISLAND and a similar alligator logo for clothing.[More](#)

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On behalf of Lacoste, the owner of the famous alligator logo, the Firm filed an opposition to Maxoly's application to register a mark consisting of the words COLBA ISLAND and a similar alligator logo for clothing. Following a trial, the Board sustained the Firm's opposition, holding that, in view of the fame of the Lacoste mark and similarity of the marks and goods, Maxoly's mark was likely to cause confusion.