
Lacoste Alligator S.A. v. Southern Smocked Company, LLC

On behalf of client Lacoste Alligator S.A., the Trademark Trial and Appeal Board held that the Lacoste Alligator Logo is inherently strong, “renowned” in the clothing market, and “quite strong” commercially. The Lacoste marks are thus entitled to a “broad scope of protection.” The Board concluded that the applicant’s cartoon alligator created a likelihood of confusion with our Lacoste’s marks. [More](#)

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