

Louis Vuitton Malletier v. Quanzhow Viition Gifts Co., Ltd.

Fross Zelnick partner [John P. Margiotta](#) and associate [Shelby P. Rokito](#), on behalf of client Louis Vuitton Malletier, prevailed in a cancelation action filed before the USPTO's Trademark Trial and Appeal Board ("TTAB") against *Quanzhow Viition Gifts Co., Ltd.* [More](#)

Fross Zelnick partner [John P. Margiotta](#) and associate [Shelby P. Rokito](#), on behalf of client Louis Vuitton Malletier, prevailed in a cancelation action filed before the USPTO's Trademark Trial and Appeal Board ("TTAB") against *Quanzhow Viition Gifts Co., Ltd.* The registration at issue was for VIITION registered in connection with furniture and tableware. The Board found the LOUIS VUITTON mark "exceedingly famous," and sustained the action based on dilution by blurring.