

Perfetti Van Melle USA v. Cadbury Adams USA LLC

732 F. Supp. 2d 712 (E.D. Ky. 2010)

On behalf of our client Cadbury Adams USA LLC—maker of the famous DENTYNE brand of chewing gum—we defeated a motion for a preliminary injunction brought by plaintiff which sought to block the launch of Cadbury’s new breath purifying gum, [More](#)

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On behalf of our client Cadbury Adams USA LLC—maker of the famous DENTYNE brand of chewing gum—we defeated a motion for a preliminary injunction brought by plaintiff which sought to block the launch of Cadbury’s new breath purifying gum, DENTYNE PURE, on the grounds that the name DENTYNE PURE was confusingly similar to plaintiffs’ MENTOS PURE FRESH and MENTOS PURE WHITE names used for chewing gum.