

## Company Fights Back Against the USOC

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This article discusses a complaint filed by HSK LLC, d/b/a Zeroez in the US District Court in Minnesota challenging the scope of trademark enforcement to which the United States Olympic Committee (USOC) is entitled. The complaint asks the Court to rule that businesses which are not official Olympic sponsors can mention the Olympics in social media without violating the rights of the USOC. A decision in the case could significantly impact the USOC's enforcement efforts against third party uses of Olympic imagery and branding in social media for future games.

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