

Extraterritorial Application of the Lanham Act

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This article discusses a Ninth Circuit Court of Appeals decision granting Trader Joe's the right to pursue trademark infringement claims under the Lanham Act against activity that occurred in Canada. The Court determined that Pirate Joe's activities impacted U.S. commerce in a manner sufficient to invoke the protections of the Lanham Act. This decision could be helpful to brand owners in their fight against certain types of cross-border infringement.

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