

Floyd Mandell Quoted by *Law360* on Blockbuster's Trademark Battle With Animal Feed Company

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Intellectual Property Litigation Partner Floyd Mandell, co-chair of Katten's Trademark/Copyright/Privacy Group, was quoted by *Law360* in an article about the ongoing trademark dispute between Blockbuster LLC and Mississippi-based animal feed company, Southern Seed and Feed. *Law360* reports that Blockbuster filed a notice of opposition on January 15 to block Southern Seed's application to register "Block Buster" for deer feed and nutritional supplements, alleging that the company is trying to exploit Blockbuster's iconic legacy. Central to the case is whether Blockbuster, once a dominant household name, can still claim "famous mark" status under trademark law or whether its fame has faded alongside its commercial presence.

Trademark attorneys told *Law360* that having a famous brand does not guarantee exclusivity across all categories of products and services. "In my view, this is like steam shovels and lipsticks, and the mark is not that strong in today's age," Floyd commented. "I just don't think that people that buy the deer feed are thinking they must be connected to the video company," adding that he did not think this would be a "slam-dunk win" for Blockbuster.

The article also notes that cost pressures may drive settlement or withdrawal before a final ruling, and that Southern Seed could counterattack by challenging whether Blockbuster is still using its marks for the services listed in its registrations.

["Blockbuster's TM Legacy Tested By Dispute Over Deer Feed,"](#) **Law360*, February 11, 2026

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