

# Food & Beverage

**With clients running the gamut in the food and beverage business, including wineries, distilleries, small craft brewers and large beer conglomerates, soft drink manufacturers, multinational snacks and food product companies, fast-food chains and high-end restaurants, Fross Zelnick has the experience and know-how to deal with trademark and copyright issues unique to this fast-moving business.**

We provide a full range of intellectual property service in the food and beverage arena and understand the different needs of our clients. With a nuanced approach to our practice depending on a client's positioning, market segment, history and business plan, we are able to provide nimble advice on clearance and registration and enforcement that suit any need and budget. After all, what might work for a national franchised chain restaurant may not work for this month's downtown hot spot. The same goes for our food and beverage product clients whether they be small family operations or international conglomerates.

## **Strengths that Matter to our Clients**

- Broad experience and knowledge of the food and beverage industry.
- Understanding of TTB practice and its relevance to trademark clearance and enforcement.

## **Decisions**

Royal Crown Co. v. Coca-Cola Co.

Kraft Foods Group Brands LLC v. Cracker Barrel Old Country Store, Inc.

Perfetti Van Melle USA v. Cadbury Adams USA LLC

Dr Pepper/Seven Up, Inc. v. Krush Global Limited

Palm Bay Imports, Inc. v. Veuve Clicquot Ponsardin Maison Fondée en 1772

Buffett v. Cheeseburger in Paradise, Inc.

Carillon Importers v. Frank Pesce Int'l Group

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Carvel Corp. v. The Ice Cream Bakery, Inc.

Nabisco Brands, Inc. v. Conusa Corp.

Coors Brewing Co. v. Anheuser-Busch Companies, Inc.

Schieffelin & Co. v. Jack Co. of Boca Inc.

Anheuser-Busch, Inc. v. Balducci

Financial Matters v. PepsiCo, Inc.

Market Corner Realty Assoc's, LLC v. CGM-GH LLC

Fruit-Ices Corp. v. Coolbrands Int'l, Inc.

Luv N'Care, Ltd. v. Babelito, S.A.

Tea Board of India v. Republic of Tea, Inc.

## **Representative Experience**

- Representative clients include Intercontinental Great Brands (NABISCO, RITZ, OREO, and many others), Interprofession du Gruyère, Royal Crown Company, Quality Branded (SMITH & WOLLENSKY, QUALITY ITALIAN, PARK AVENUE SPRING/SUMMER/FALL/WINTER), Heineken, W.J. Deutsch (YELLOWTAIL, REDEMPTION and many others), Chatham Imports (MICHTER'S, FARMERS BOTANICAL and many others) in connection with clearance, registration and enforcement.
- Obtained temporary restraining order on behalf of producer of frozen fruit pops against competitor.