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PDF

Israel-Based Maglula Beats Amazon in Counterfeit Claims

by [Jeffrey A. Berkowitz](#), [David K. Mroz](#)

In a David versus Goliath-like case, Israel-based Maglula achieved something no other company has: a court ruling that its case against Amazon was a “straightforward counterfeit case.” That’s precisely how U.S. District Court Judge Liam O’Grady ruled in an order denying Amazon’s motion to try to end nearly all Maglula’s case against Amazon for the sale of counterfeit goods.

After Amazon mounted a considerable defense of its business model, Judge O’Grady reviewed the evidence countering Amazon’s claims that aspects of the lawsuit should not go to a jury trial and he determined not only that the evidence showed “Chinese manufacturers did their best to create copies, or ‘knockoffs,’ of Maglula products, packaging, markings, and literature,” but also that “Amazon proceeded to sell these products online as genuine Maglula products.” Moreover, Judge O’Grady found from the evidence opposing Amazon’s motion that “Maglula notified Amazon on multiple occasions, to no avail, that it [Amazon] was selling counterfeit products of inferior quality and ruining Maglula’s business.” In the court’s short ruling, Judge O’Grady went on to find “the evidence of unlawful counterfeiting ... is overwhelming,” and conclude “this is simply not a case where Amazon can avoid liability.” With that, the Court denied Amazon’s motion and ordered the parties to mediation. The parties subsequently entered into a settlement agreement, and Maglula dismissed its claims. To read more on Maglula’s win over Amazon, click [here](#).

The Road Ahead – IP Challenges in the Automotive Industry

by [Anthony D. Del Monaco](#), [Kara A. Specht](#), [Kathryn R. Judson](#)

Since the automobile became a primary mode of transportation, emerging technologies and ensuing consumer demands have vehicles redefined the way they are manufactured and operated. At the beginning of the 21st century, consumers mostly based their decisions to purchase cars on factors such as engine specifications, vehicle reliability, and sticker price.

As time went on, they started to consider other factors, including advanced safety features and augmented reality capabilities. Now, consumers want a customized and personalized experience and to feel connected to their vehicles. Automotive companies have endeavored to address this shift by focusing on the customer experience, and by integrating digitalization and automation into their manufacturing processes and product development. Click [here](#) to read more on IP challenges in the automotive industry.

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Topic: Powerful Prosecution Strategies to Secure Early Allowance

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