

Jack Daniel's Remand, Part I: Why Did the Trial Court Give "Little Weight" to a Consumer Survey Showing 29% Confusion?, Op. 1, No. 45

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by J. Michael Keyes

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Seven years ago today, Jack Daniel's was no doubt riding high. The U.S. District Court for the District of Arizona gave Jack a big shot in the arm with a trademark infringement and dilution victory over Bad Spaniel's mimicry:

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