

Update – Trump Place Sign to Be Removed from NYC Building After Successful DJ Lawsuit

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by Sandra Edelman

We previously [blogged](#) about the licensing dispute between the building management of 200 Riverside Boulevard in New York City and DJT Holdings over whether management had the right to remove the Trump Place branding on the building. The building management succeeded in obtaining a declaratory judgment that removal of the Trump Place signage did not violate the terms of the License Agreement with DJT Holdings. As the New York Times has now [reported](#), the Trump Place sign will be removed after a formal poll of residents revealed that nearly 70% of the condominium owners who voted were in favor of removing the sign. The Upper West Side building will now simply be called 200 Riverside Boulevard. The Times credited the building's "low-key" strategy of bringing a declaratory judgment action in order to reduce the risk of exposure to damages, costs and fees if DJT Holdings carried through on the threat to sue the building over the removal of the signage. Although DJT Holdings had stated its intent to appeal the court's decision in May, the deadline for appeal expired on October 1 with no appellate action commenced.

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