

Special Appearance – In Court

Trademark Infringement

A famous actress became involved with a beauty pageant after her acting career on a popular sitcom ended. Because she was known for her style and beauty, endorsing a beauty pageant as a celebrity spokesperson was a logical career move. A rival beauty pageant, however, sued her personally for trademark infringement for allegedly adding to the confusion in the marketplace in respect to the two pageants. The case was eventually settled with contribution from the actresses' special appearance policy.

