

USA: Grayson O Company v. Agadir International LLC, United States Court of Appeals, Fourth Circuit, No. 15-2552, 05 May 2017

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The federal district court in Charlotte, North Carolina, did not err in finding that Grayson O Company's registered mark "F 450" for a line of hair care products was not infringed by Agadir International's hair care products sold under the mark HAIR SHIELD 450°, the U.S. Court of Appeals in Richmond, Virginia, has held. despite the similar facilities, advertising, and quality of the parties' products, Grayson O's mark was weak and differed in appearance from Agadir's mark and Grayson O offered no meaningful evidence of actual consumer confusion or Agadir's intent to infringe (Grayson O Company v. Agadir International LLC, May 5, 2017, Motz, D.).

A full summary of this case has been published on [Kluwer IP Law](#).