
Kluwer Trademark Blog

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

Cheryl Beise (Wolters Kluwer Legal & Regulatory US) · Thursday, May 18th, 2017

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](#).

To make sure you do not miss out on regular updates from the Kluwer Trademark Blog, please [subscribe here](#).

Kluwer IP Law

The **2022 Future Ready Lawyer survey** showed that 79% of lawyers think that the importance of legal technology will increase for next year. With Kluwer IP Law you can navigate the increasingly global practice of IP law with specialized, local and cross-border information and tools from every preferred location. Are you, as an IP professional, ready for the future?

Learn how **Kluwer IP Law** can support you.

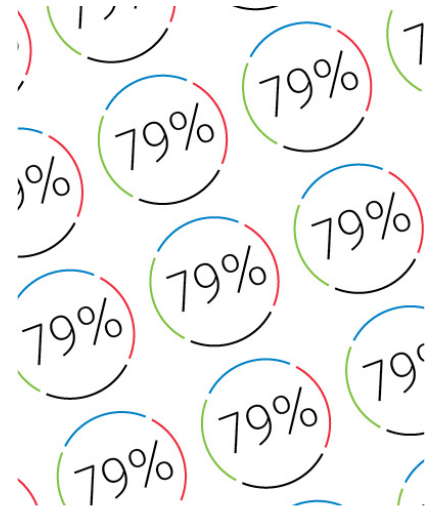
79% of the lawyers think that the importance of legal technology will increase for next year.

Drive change with Kluwer IP Law.

The master resource for Intellectual Property rights and registration.



2022 SURVEY REPORT
The Wolters Kluwer Future Ready Lawyer
Leading change



Experience how the renewed **Manual IP** enables you to work more efficiently



[Learn more →](#)



This entry was posted on Thursday, May 18th, 2017 at 10:21 am and is filed under [Case law](#), [United States](#)

You can follow any responses to this entry through the [Comments \(RSS\)](#) feed. You can leave a response, or [trackback](#) from your own site.