
Kluwer Trademark Blog

Trademark case: Rohn v. Viacom International Inc., USA

Cheryl Beise (Wolters Kluwer Legal & Regulatory US) · Wednesday, January 31st, 2018

The federal district court in Grand Rapids, Michigan, did not err in determining that Viacom's BUBBLE GUPPIES animated children's television show on the Nickelodeon Network and related merchandise did not infringe registered trademarks for GUPPIE owned and used by a Michigan couple in connection with children's clothing, the U.S. Court of Appeals in Cincinnati has determined. Given the extreme commercial weakness of the couples' mark—total sales of about \$2,000 over a 10-year period— and no evidence of actual confusion, no reasonable jury could find that consumers were likely to confuse the parties' marks. Summary judgment in favor of Viacom was affirmed (*Rohn v. Viacom International Inc.*, December 18, 2017, Kethledge, R.).

Case date: 18 December 2017

Case number: No. 17-1225

Court: United States Court of Appeals, Sixth Circuit

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.

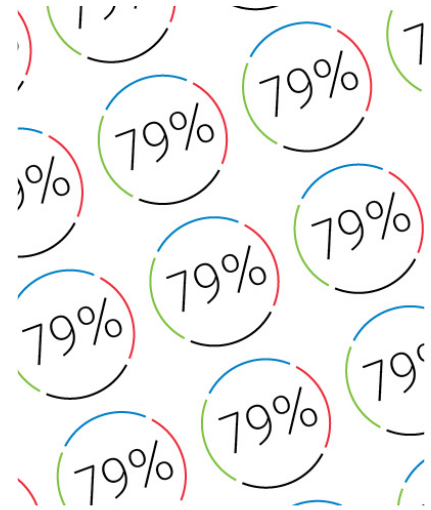
79% of the lawyers think that the importance of legal technology will increase for next year.

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 Wednesday, January 31st, 2018 at 9:07 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.