

# Kluwer Trademark Blog

## Trademark case: Lassoff v. Amazon.com, Inc., USA

Jody Coultas (CCH) · Tuesday, August 21st, 2018

The U.S. Court of Appeals affirmed a Seattle district court's dismissal of trademark infringement and false advertising claims filed against Amazon.com, Inc. by a seller on Amazon. The district court concluded that Amazon was not liable for promotional advertising emails that used the seller's trademark because it did not imply a false association between Amazon and the seller. On appeal, the Ninth Circuit held that the trademark infringement claim failed because Amazon's use of the trademark was not improper, and that the false advertising claim was merely a retreat of the infringement claim (*Lassoff v. Amazon.com, Inc.*, August 6, 2018, per curiam).

Case date: 06 August 2018

Case number: No. 17-35173

Court: United States Court of Appeals, Ninth Circuit

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

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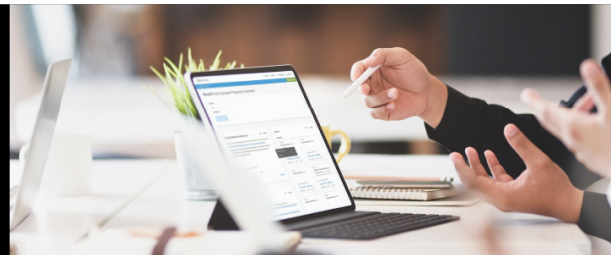
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