
Kluwer Trademark Blog

Trademark case: Saxon Glass Technologies Inc. v. Apple, Inc., USA

Randall Holbrook (Wolters Kluwer Legal & Regulatory US) · Monday, November 9th, 2020

A manufacturer of chemically strengthened glass sold under the IONEX mark failed to show that Apple's use of the term Ion-X to describe the glass on the Apple Watch was infringing.

A manufacturer of chemically strengthened glass that is marketed under the registered trademark IONEX failed to show that a reasonable jury could find there was a likelihood of confusion between its trademark and Apple's use of the term Ion-X to describe the chemically strengthened glass used on the Apple Watch. The U.S. Court of Appeals in New York City affirmed the trial court's entry of summary judgment in favor of Apple, finding that the IONEX mark was weak, the parties sold very different products to very different customers, and that there was no evidence of bad faith or of actual confusion in the (*Saxon Glass Technologies Inc. v. Apple, Inc.*, September 11, 2020, per curiam).

Case date: 11 September 2020

Case number: No. 19-2190-cv

Court: United States Court of Appeals, Second 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.

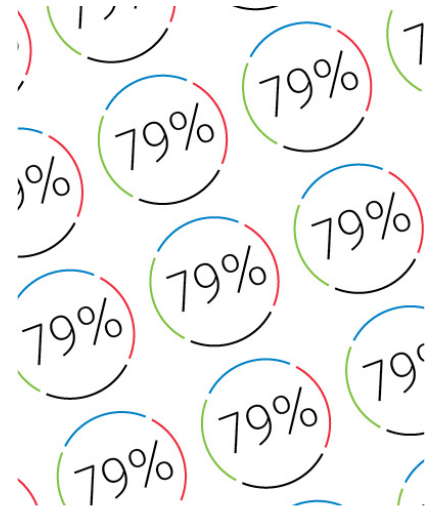
79% of the lawyers think that the importance of legal technology will increase for next year.

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 Monday, November 9th, 2020 at 10:52 am and is filed under [Case law](#), [Likelihood of confusion](#), [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.