
BARTLIT BECK WINS APPEAL FOR SUNSTAR IN LONGSTANDING TRADEMARK DISPUTE OVER SUNSTAR'S VO5 BRAND



Sunstar, Inc. v. Alberto-Culver Co. (2009)

Bartlit Beck lawyer Mark Ouweleen convinced the U.S. Court of Appeals for the Seventh Circuit to vacate a three-year old judgment against Sunstar. The judgment would have prevented Sunstar from using the Japanese VO5 brand on its best-selling hair-care products—a \$100 million line of business.

[Click here to read Judge Posner's opinion.](#)

[Click here to listen to the oral argument.](#)

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