

MARK OUWELEEN WINS APPEAL FOR SUNSTAR IN LONGSTANDING TRADEMARK DISPUTE



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After nearly a decade of litigation, Bartlit Beck convinced the U.S. Court of Appeals for the Seventh Circuit to vacate a judgment against Sunstar, a leading manufacturer of consumer products in Japan. 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.

In an October 28, 2009 opinion by Judge Richard Posner, the Court of Appeals found for Sunstar and held that Alberto-Culver had "tried to use a hypertechnical, but more important an unsound, interpretation of the licensing agreement to extort additional compensation" from Sunstar.

The case was remanded to the district court for further proceedings.

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

ATTORNEYS

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