StradleyRonon

Experience

Eleventh Circuit Affirms Trademark Ruling for Nutritional Products Company

The U.S. Court of Appeals for the Eleventh Circuit affirmed a lower court's decision on behalf of Stradley Ronon client Nutrition Resource Services, Inc. d/b/a JBN – Just Be Natural in a trademark infringement matter.

JBN manufactures and sells energy drinks and powders under various brand names, including "KRANK'D," which obtained a trademark registration in 2006. A competitor began selling a similar product under the brand name "KRANK3D" and proceeded to market the product to the same consumers as JBN's product.

Stradley Ronon filed preliminary injunction motion papers and argued the motion at an emergency hearing in February 2024. A Georgia federal court granted the injunction, and a three-judge panel affirmed the lower court's ruling.

Related People

- Eric B. Porter
- John C. Hook
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