

Ladies, Lipstick & Litigation: Valentino vs. Louboutin

<https://www.youtube.com/watch?v=VtBVuZuiFNA>

In this premier episode of *Ladies, Lipstick & Litigation*, Jeunesse Rutledge and Heidi Thole talk about a case before the U.S. Patent and Trademark Office wherein high-fashion brand [Valentino is applying for a trademark on its pyramid-shaped studs](#) that adorn women's shoes. Though at first the brand's application was denied, [Valentino](#) filed an extensive appeal arguing that if [Christian Louboutin's](#) distinctive red soles received a trademark, so, too, should the studs.

Trademarks are symbols or signs that tell you the source of goods and services. Trademarks can be colors, sounds, and even smells, but they must be "distinctive;" i.e., they indicate the source of the goods or services. Think of the particular shade of blue that indicates a box is from [Tiffany's](#) or the brown associated with [UPS](#) delivery trucks. Orange or red lettering indicating caution, while universally recognized, would not qualify because the colors do not indicate the source of the goods inside a box requiring the warning, for example.

If you have questions about whether or not your idea or product qualifies for a distinctive trademark, please contact Jeunesse Rutledge, [Heidi Thole](#) or your Reinhart attorney.

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POSTED:

Sep 1, 2020

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