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Related Practices

Intellectual Property

Michael Best IP Team Leads Custom Dynamics to a Trademark Infringement Win

Michael Best secured a \$325,000 judgement and permanent injunction on behalf of their client, Custom Dynamics LLC, against Lite Cycle for trademark infringement of their products. Custom Dynamics is a seller of LED lighting and other electronic equipment for motorcycles.

A former distributor of Custom Dynamics, operating under the name Lite Cycle, was found to be selling counterfeit products of several Custom Dynamics' registered and unregistered trademarks. As a result, the trial court awarded Custom Dynamics its lost profits, trebled those damages and awarded attorneys fees. The court also entered a permanent injunction prohibiting the defendant's continued use of Custom Dynamics' trademarks and unique product identifiers.

"We are pleased by the court's decision. It protects customers from further deception and upholds Custom Dynamics' brands that they've worked so hard to build and which customers trust and rely upon," said Biller.

The Michael Best team involved in the matter was led by Raleigh-based partner Anthony Biller and supported by attorney Emily Haas.

The case is *Custom Dynamics LLC v. Goracoff*, number 5:17-cv-00506-FL.