

# T-Shirt Manufacturer Prevails Over Chrysler in First Stage of Trademark Case

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The Pittsburgh Steelers may have lost Super Bowl XLV to the Green Bay Packers on February 6, 2011, but they weren't the only ones to suffer a big loss based on their performance that day. Chrysler, the Detroit automaker, unveiled a new marketing slogan in its Super Bowl ads: "Imported From Detroit". Within days, a clothing company started selling T-shirts with the new Chrysler slogan. Chrysler sued for trademark infringement, among other things, seeking a preliminary injunction to prevent the clothing company (Moda) from using the phrase until the lawsuit was decided. But the Federal District Judge ruled that Chrysler failed to demonstrate it would suffer irreparable harm, or a strong likelihood that it would win the case, so [the request for a preliminary injunction was denied](#).

Basically, the Judge felt consumers were unlikely to be confused as to the source of the T-shirts, i.e. unlikely to think that Chrysler was behind them. Since likelihood of confusion is the key to trademark infringement, Chrysler's argument failed.

It's worth noting that Chrysler also filed three trademark applications with the U.S. Patent and Trademark Office (USPTO) related to the phrase "Imported From Detroit". But those applications have not yet been ruled upon and Moda has filed protest letters in the USPTO objecting to all three.

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