



Insights: News

Tire Giant Wins Trademark Ban on 'Discount' Rival

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Discount Tire, the biggest tire retailer in the country, won a trademark ruling Wednesday temporarily barring a rival chain called Mavis Discount Tire from using its name in new Georgia and Florida locations.

Granting a preliminary injunction, a federal judge ruled that Discount Tire — a national retailer with more than 1,000 locations — was likely to win a lawsuit that claims Mavis violated trademark law when it expanded from its traditional Northeast territory into Discount Tire's Southeast market.