

Patricia Flanagan Successfully Represented Local Entrepreneur in Trademark Dispute Against European Fashion Brand

West Palm Beach

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Patricia M. Flanagan, a partner in Shutts & Bowen LLP's West Palm Beach office, successfully advocated for client **Hype Boss** in a high-stakes trademark dispute against international fashion giant Hugo Boss AG.

After Meyer Lucas Media LLC (parent company of Hype Boss) filed for a trademark in late 2023, Hugo Boss AG opposed it, claiming conflict over the word "Boss." In response, Hype Boss founder **Holly Meyer Lucas** retained Shutts to defend Hype Boss.

"Cases like this are common among small businesses," said Holly Meyer Lucas. "This was about ensuring our ability to continue operating under our chosen brand name. We didn't back down, but so many businesses like mine have to. We are pleased with the resolution and grateful for the support we received."

On behalf of Shutts, Patricia led Hype Boss's defense, leading to Hugo Boss AG's withdrawal of its opposition before the U.S. Patent and Trademark Office's Trademark Trial and Appeal Board (TTAB). Patricia was assisted by Miami attorney **Camila Chediak**. The outcome marks a significant win for Hype Boss's retained brand identity, as well as small business trademark rights.

"This resolution showcases Hype Boss's strength and determination in protecting and defending its brand," said Patricia. "With strategic legal guidance, it stood firm against opposition, achieving a positive outcome."

About Patricia M. Flanagan

Patricia M. Flanagan is a Partner in the West Palm Beach office of Shutts & Bowen LLP, where she is a member of the Intellectual Property Practice Group. As a highly regarded leader in the field of trademark and copyright law, Patricia focuses her practice on the protection, monetization, and enforcement of such intellectual property rights, both domestically and internationally. Widely acknowledged for the broad scope of her capabilities in the area of trademark and copyright law, Patricia is consistently recognized by such preeminent organizations as *World Trademark Review's WTR 1000*, *Managing Intellectual Property's IP Stars*, *Chambers USA*, and more.

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Professionals

Camila Chediak

Patricia M. Flanagan

Practice Areas

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