

Shutts & Bowen Attorneys Secure Win in South Carolina Trademark Case on Behalf of Client, Purple Innovation, LLC

5.7.25

Shutts & Bowen LLP attorneys recently secured a legal victory on behalf of client Purple Innovation, LLC, following a dismissal from the U.S. District Court of South Carolina related to noninfringement in a trademark case.

The federal court dismissed a case brought against Purple by American Serleep, Inc., challenging Purple's rights to enforce its brands. This decision underscores the court's recognition of the jurisdictional limitations in the case brought against Purple, finding that the mere nationwide availability of Purple's products and advertising reaching South Carolina did not constitute purposeful availing of conducting business in the state.

Led by West Palm Beach partner [Patricia Flanagan](#), the team of attorneys assisting Purple in the successful motion to dismiss included [Camila Chediak](#) and [Jodi-Ann Tillman](#).

Shutts & Bowen's Intellectual Property Team continue to enforce brand rights on behalf of their client Purple, defending its well-known purple-colored marks, labels, and trade dress, to prevent further unauthorized use of Purple's intellectual property.

About Shutts & Bowen LLP

Shutts & Bowen LLP, established in 1910, is a full-service business law firm with approximately 280 lawyers in offices in Fort Lauderdale, Jacksonville, Miami, Orlando, Sarasota, Tallahassee, Tampa and West Palm Beach. Learn more about Shutts & Bowen at www.shutts.com.

About Purple Innovation, LLC

Purple Innovation, LLC is a pioneer in comfort technology, offering a range of innovative products, including mattresses, pillows, and bedding, under the Purple® brand. With a focus on improving lives through comfort, Purple continues to lead the industry with its proprietary technologies.

Professionals

Camila Chediak



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Patricia M. Flanagan

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Practice Areas

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