

## Visit Philly Stops Anti-Trump Group From Copying "With Love" Campaign

*Philadelphia Magazine*

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**Victor Fiorillo**

Jordan LaVine, head of FG's Trademark Department, was quoted extensively in a *Philadelphia Magazine* article discussing Visit Philly's popular "With Love" trademark. Earlier this week, Philly We Rise, an anti-Trump group, issued a very similar use of the trademark telling President Trump to stay out of Philadelphia.

"For it to be a parody, they would have to making commentary on the original mark or the services provided under that mark," says LaVine, whose clients include the *New York Times*, Martha Stewart, Ancestry.com, and GrubHub. "I don't think they're doing that here. And even with a parody, it still comes down to whether the average person would be confused. In this case, I think the average person would think the original organization is endorsing or sponsoring."

To read the article in its entirety, [click here](#).

### **ATTORNEYS MENTIONED**

Jordan LaVine