



msk scores a win for activision in “call of duty” trademark litigation

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MSK Client Alert

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On March 31, 2020, District Judge George B. Daniels of the Southern District of New York granted MSK's **motion for summary judgment** filed by Video Game Practice Co-Chairs **Karin Pagnanelli** and **Marc E. Mayer** on behalf of Activision Blizzard, Inc., Activision Publishing, Inc., and Major League Gaming Corp. (“Defendants”), dismissing all of Plaintiff AM General's claims for trademark and trade dress infringement, unfair competition, false designation of origin, false advertising, and dilution under the Lanham Act and New York law. AM General, the manufacturer of the High Mobility Multipurpose Wheeled Vehicle (colloquially known as the Humvee), filed its suit in November 2017, alleging that some of Activision's popular *Call of Duty* games and associated strategy guides and toys depicted the Humvee without AM General's authorization.

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