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Don’t Cry: Guns N’ Roses Settles Trademark Dispute with Colorado Brewer

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The band Guns N’ Roses (G N’ R) recently satisfied its Appetite for Destruction by settling a trademark infringement lawsuit against Colorado-based Oskar Blues Brewery. The brewery had begun marketing and selling its Guns N’ Rosé ale, along with accompanying merchandise, which G N’ R claimed was a deliberate attempt to trade off the goodwill it had developed over three decades of both rocking and rolling. Although G N’ R demonstrated some Patience by contacting Oskar Blues before taking any action, the parties were unable to resolve their dispute, at which point the band said Welcome to the Jungle of intellectual property litigation.

G N’ R’s complaint began by proclaiming the band’s accomplishments, including the fact that their first album sold more than 18 million copies in the U.S. alone, making it the best-selling debut album of all time, and their induction into the Rock & Roll Hall of Fame in 2012. G N’ R had registered trademarks in 1993 and 1997 relating to various goods and services they intended to sell to profit off that fame. However, Oskar Blues began selling its Guns N’ Rosé ale as early as 2018, without G N’ R’s approval. It also attempted to register the mark GUNS N ROSE, which, the band alleged, appears confusingly similar to their GUNS N’ ROSES mark.

It doesn’t appear that this case was actually litigated, though, as the parties apparently began settlement discussions shortly after the complaint was filed and recently informed the Court that they had reached an agreement in principle. Although it’s unclear what the terms of the agreement were, it’s safe to say both parties are content that this dispute didn’t bring either of them to their shun na, na, na, na, na, na, na, knees, knees.

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