

Thomson Reuters Reports Pernod Ricard Loses to Bacardi in Trademark Case

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The *Thomson Reuters* article, "Pernod Loses U.S. Appeal on Bacardi Havana Club Rum," reported that a court rejected Pernod's false advertising claim against Bacardi for regarding use of the name "Havana Club" rum. The Third U.S. Circuit Court of Appeals in Philadelphia said "no reasonable person" would believe Bacardi rum is made in Cuba because the label says it is made in Puerto Rico. The decision upholds a 2010 ruling of a Delaware federal judge.

The article noted that Bacardi is represented by Kelley Drye partner **William R. Golden Jr.**.