

Trump Brand Loses Trademark Licensing Dispute – Rules of Contract Law Prevail

Trademark licensing disputes can present thorny issues at the intersection of contract and trademark law, warns an article in the

Dorsey & Whitney LLP blog [TheTMCA.com](https://www.thetmca.com).

“And when the dispute involves the Trump brand for residential buildings, the adjudication of rights and obligations under a trademark license agreement can become national news,” write **Sandra Edelman** and **Dan Goldberger**.

In *Residential Committee of the Board of Managers of 200 Riverside Boulevard at Trump Place Condominium v. DJT Holdings LLC*, the court held that the 200 Riverside Building was not required to use the Trump name on the façade of the Building.

The court agreed with the Condo Board that there are “no obligations or requirements in the license agreement for the building to carry the name ‘Trump’ on it in perpetuity.”

Read the article.