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The IP, Sports and Gaming Practice is comprised of a seasoned team of lawyers and support staff. Our services cover the full spectrum of intellectual property, sports and gaming laws, both contentious and non-contentious. These include dispute resolution at all tiers of the courts, intellectual property portfolio and asset management, anti-counterfeiting programmes, brand protection and naming rights, digital contents, licensing and sponsorship of sports ventures, events broadcasting, market entry strategies, and regulatory requirements for the gaming industry.

INTELLECTUAL PROPERTY

TRADEMARK

SUPREME COURT OF NEW SOUTH WALES DISMISSED FONTERRA'S CASE AGAINST BEGA CHEESE

Bega Cheese ("**Bega**") announced that the Supreme Court of New South Wales dismissed Fonterra's case over trademark licensing agreements and Fonterra's divestment plan. Fonterra's Australian units had sought clarity on whether its divestment would affect existing trademark licenses with Bega. This ruling may delay Fonterra's proposed sale of its Oceania unit, as changes to the license deal could be complicated. Bega's executive chairman, Barry Irvin, expressed interest in acquiring Fonterra's Oceania businesses and hopes for constructive collaboration moving forward.

<https://www.reuters.com/business/retail-consumer/court-ruling-favours-australias-bega-cheese-dairy-giant-fonterras-trademark-2025-04-28/>



SMALL CHILI SAUCE COMPANY FACES FEDERAL TRADEMARK LAWSUIT

Big Spoon Sauce Co., a small chili crisp company from Sebastopol, is facing a federal lawsuit from Big Spoon Roasters, a North Carolina nut butter company, over trademark issues. Founders Lani Chan ("**Chan**") and Nathan Bender ("**Bender**") started making jars of chili crisp during the pandemic. The name Big Spoon Sauce Co. was inspired by Bender's mom, who would eat the chili crisp directly from the jar with a big spoon. Although Chan and Bender were willing to rebrand, they required time and resources to do so. Instead of issuing a cease-and-desist, Big Spoon Roasters filed a lawsuit, citing market confusion. Chan and Bender have hired lawyers but fear the legal battle could force them to shut down their business, both financially and emotionally.

<https://www.cbsnews.com/sanfrancisco/news/lawsuit-sebastopol-chili-crisp-sauce-company/>

INTELLECTUAL PROPERTY

TRADEMARK

US COURT OF APPEALS FOR THE FEDERAL CIRCUIT DISMISSED CLAIM OVER NEW ORLEANS SAINTS' FLEUR-DE-LIS TRADEMARK

The United States ("US") Court of Appeals for the Federal Circuit dismissed Michel J. Messier's ("Messier") legal claim against the National Football League's ("NFL") New Orleans Saints over their use of the fleur-de-lis symbol. Messier, claiming to be a descendant of French royalty, argued that his family held intellectual property rights to the symbol. However, the court ruled he lacked evidence of any commercial capacity, and thus no standing to sue. Messier plans to appeal to the US Supreme Court. The fleur-de-lis, closely tied to the Saints since their founding, was trademarked in 1974 and remains a key symbol for the team.

<https://edition.cnn.com/2025/04/16/sport/new-orleans-saints-fleur-de-lis-trademark-lawsuit-spt-intl/index.html>



INTELLECTUAL PROPERTY

PATENT

SAMSUNG ORDERED TO PAY USD 279 MILLION IN WIRELESS PATENT INFRINGEMENT CASE

A US federal jury in Marshall, Texas, has ordered Samsung Electronics to pay over USD 278.7 million to Headwater Research LLC for infringing two patents related to wireless communications technology. The jury found that Samsung's mobile phones, tablets, and other devices utilised Headwater's patented technology, which enhances Wi-Fi speed and reliability, without authorisation. Headwater, founded by inventor Gregory Raleigh, claimed that its technology reduces data usage, extends battery life, and maintains connectivity. Samsung denied the allegations, arguing that the patents were invalid. The company has the option to appeal against the verdict.

<https://www.reuters.com/legal/litigation/samsung-owes-279-mln-wireless-patent-case-us-jury-says-2025-04-28/>



APPLE PATENTS FUTURE MACBOOK KEYBOARD WITH CUSTOMIZABLE ALUMINUM KEYS

Apple has been granted a patent for a future MacBook keyboard featuring aluminum keycaps with dynamic backlit glyphs. Each key would incorporate perforations and an array of micro-LEDs or OLEDs beneath the surface, allowing the displayed characters or symbols to change based on context, such as switching languages or adapting to specific applications. This design aims to maintain the tactile feel of current scissor-switch keyboards while offering enhanced customisation and functionality. The use of aluminum keycaps would provide a uniform aesthetic with the MacBook's chassis and reduce light bleed compared to traditional plastic keys.

<https://www.patentlyapple.com/2025/04/last-week-apple-was-granted-a-patent-for-a-possible-future-macbook-with-unique-aluminum-keys-with-special-features.html>

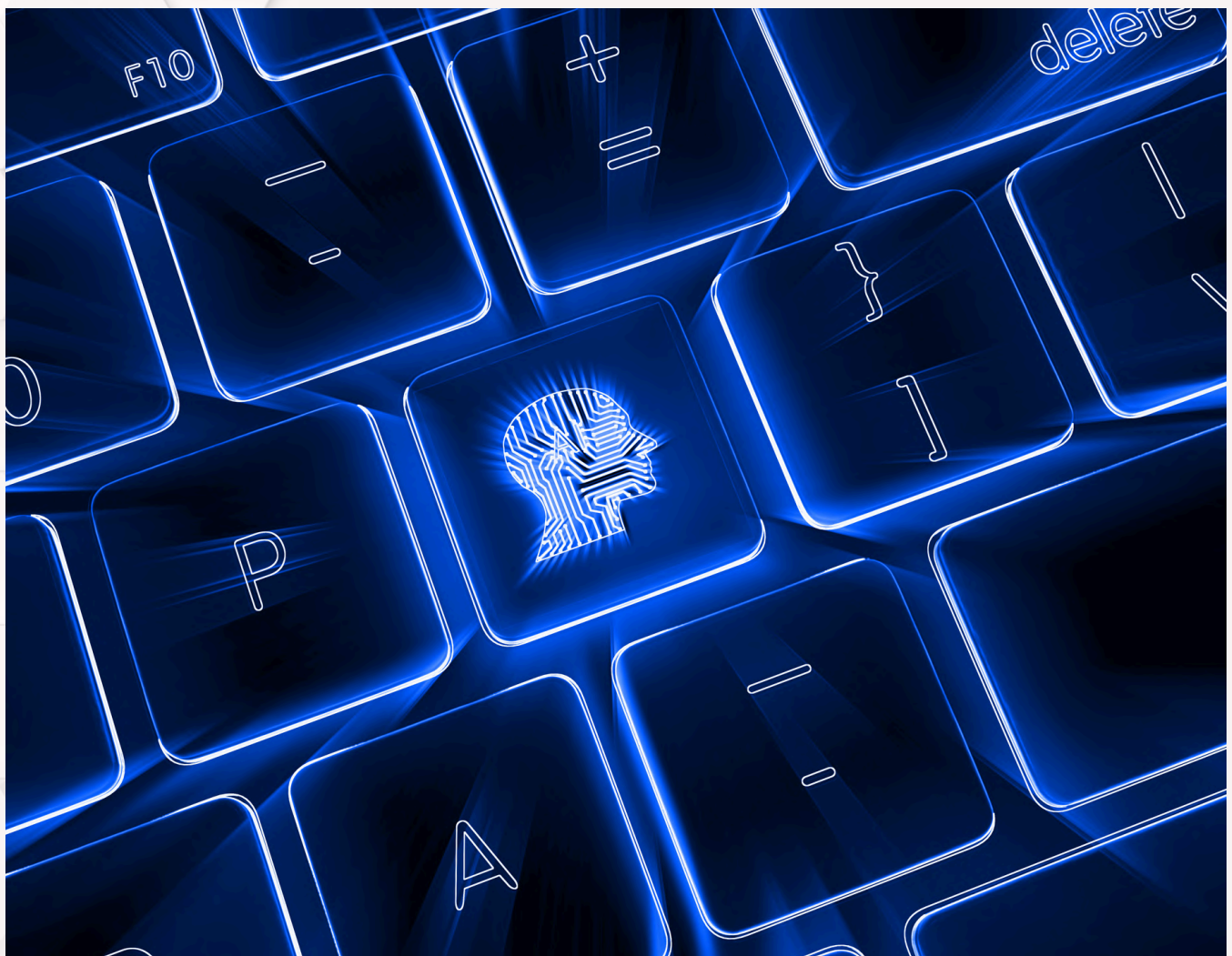
INTELLECTUAL PROPERTY

PATENT

MOTIVE CLEARED OF PATENT INFRINGEMENT IN LAWSUIT FILED BY OMNITRACS

A federal jury in the US District Court for the Northern District of California has ruled that Motive's AI-powered fleet management technology does not infringe on any of Omnitrac's patents. The lawsuit, filed by Omnitrac in October 2023, alleged unauthorised use of patented technologies related to driver performance assessment, vehicle data processing, and transportation management. The jury's unanimous verdict concluded that Motive did not violate any of Omnitrac's patents. Following the decision, Motive stated that the verdict affirms the strength of its technology and its commitment to innovation in the physical economy.

<https://www.freightwaves.com/news/motive-found-not-guilty-of-patent-infringement>



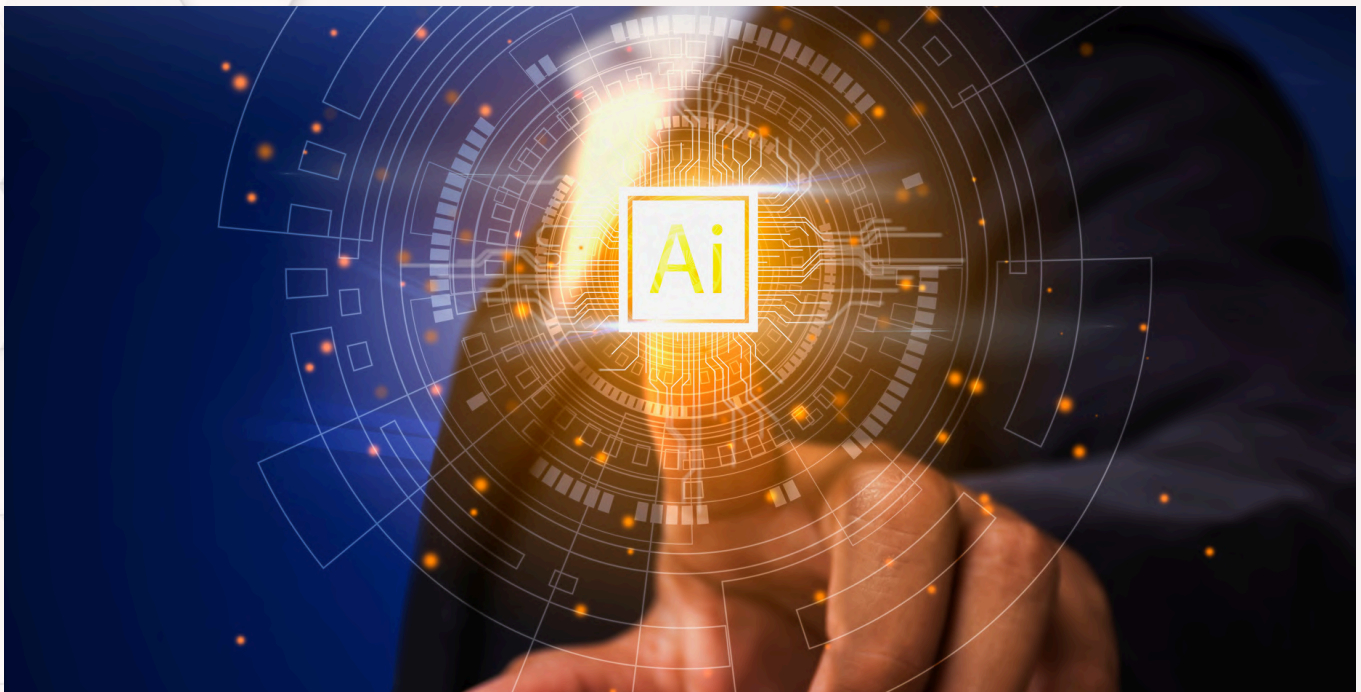
INTELLECTUAL PROPERTY

COPYRIGHT

ZIFF DAVIS SUES OPENAI FOR COPYRIGHT INFRINGEMENT OVER AI TRAINING

Digital media publisher Ziff Davis filed a lawsuit against OpenAI in Delaware federal court, accusing it of misusing copyrighted publications to train ChatGPT without permission. Ziff Davis, which owns outlets like ZDNet, PCMag, and IGN, alleged OpenAI “intentionally and relentlessly” exploited its content, raising existential concerns for media owners. The lawsuit adds to a growing number of copyright actions against AI companies. OpenAI maintains that its AI training relies on publicly available data under fair use principles. Ziff Davis declined to comment further on the suit.

<https://www.reuters.com/business/publisher-ziff-davis-sues-openai-copyright-infringement-2025-04-24/>



US COURT DISMISSED SUPERMAN COPYRIGHT LAWSUIT AGAINST WARNER BROS DISCOVERY

Warner Bros Discovery (“**Warner**”) successfully convinced an American judge to dismiss a copyright claim brought by the estate of Superman co-creator, late illustrator Joseph Shuster. On 24 April 2025, Judge Jesse Furman ruled that the court lacked jurisdiction, as the claims were based on foreign copyright laws. The estate accused Warner of failing to pay royalties to use Superman in countries that follow British law on copyright reversion, which also include India, Israel, and Ireland. Warner, which is preparing to release a new Superman movie in July 2025, stated it fully controls Superman rights. The estate refiled the lawsuit in New York state court on 25 April 2025.

<https://www.straitstimes.com/life/entertainment/warner-bros-fends-off-superman-copyright-lawsuit-ahead-of-new-movie>

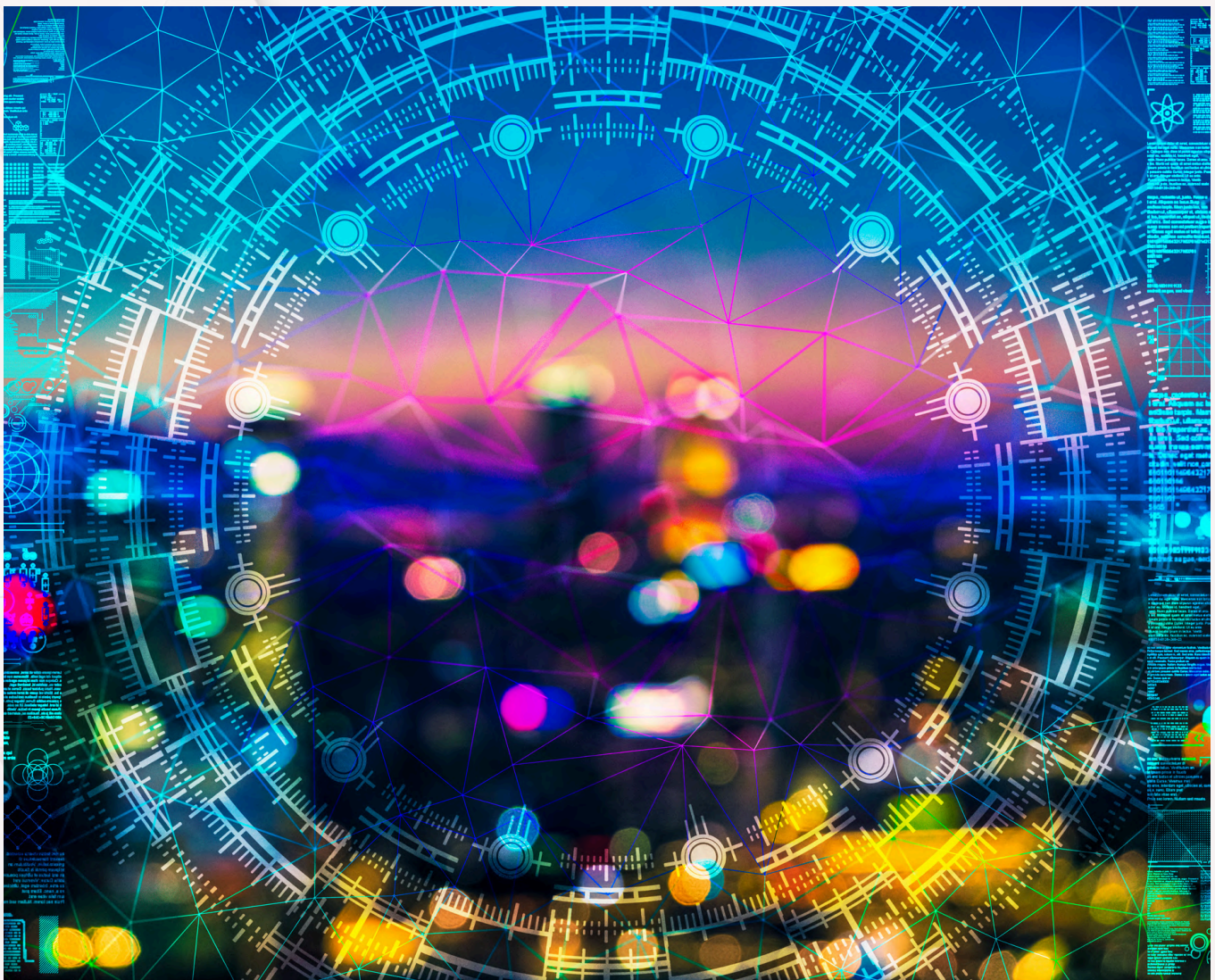
INTELLECTUAL PROPERTY

COPYRIGHT

US COPYRIGHT OFFICE AFFIRMS HUMAN AUTHORSHIP REQUIREMENT FOR AI-GENERATED WORKS

On 2 April 2025, Annie Allison of Haynes Boone discussed Part 2 of the United States (“US”) Copyright Office’s Report on Copyright and Artificial Intelligence (“AI”). The report reaffirms that human authorship and creativity are essential for copyright protection in the US. AI-assisted works may qualify if human contributions meet originality standards, but AI prompts alone are insufficient. The report also reviews global approaches, noting varying stances in the European Union, United Kingdom, Japan, and China. The Office concludes that no new copyright laws are needed, stressing that protecting human creativity remains a priority as AI technology evolves.

<https://www.reuters.com/legal/legalindustry/us-copyright-office-issues-highly-anticipated-report-copyrightability-ai-2025-04-02/>



GAMING

BOARD GAME COMPANY SUES OVER CONSTITUTIONALITY OF TRUMP TARIFFS

A group of small businesses, including board game company Stonemaier Games, has filed a lawsuit challenging the constitutionality of tariffs imposed by President Trump. They argue that only Congress has the authority to impose such tariffs, not the executive branch. The lawsuit claims the tariffs, which can reach 145%, are harming their businesses, particularly in industries like board games that rely on Chinese manufacturing. The case could have broader implications for the power balance between the executive and legislative branches over trade policy.

<https://pacificlegal.org/press-release/board-game-company-files-lawsuit-challenging-constitutionality-of-trump-tariffs/>



VIRGINIA JUDGE RULES QUEEN OF VIRGINIA SKILL GAMES ARE LEGAL, BOOSTING SMALL BUSINESSES

A Hanover County judge has ruled that Queen of Virginia (“QVS2”) skill game machines are legal under Virginia law, dismissing a misdemeanor gambling charge against convenience store owner David Bogese. Judge Hugh Campbell determined that the QVS2 machines, developed by Georgia-based Pace-O-Matic, do not meet the state’s definition of illegal gambling devices, as they do not require players to insert coins, bills, or tokens to play. The judge applied the rule of lenity, interpreting ambiguities in the law in favor of the defendant, and noted that the statute was too vague, creating uncertainty for business owners. This decision is seen as a significant victory for small businesses in Virginia that have faced legal challenges over the operation of skill games.

<https://virginiamercury.com/2025/04/24/hanover-judge-rules-queen-of-virginia-skill-games-are-legal-delivering-win-to-small-businesses/>

SPORTS

FORMULA 1 TEAMS PREPARE FOR IMPACT OF US TARIFF CHANGES IN OPERATIONS

Formula 1 teams are expressing concern over the Trump administration's escalating international tariffs, particularly the 145% duties on Chinese imports. Haas Automation, the parent company of the Haas F1 team, has reported a significant downturn in demand for its machine tools business, leading to reduced production and halted hiring. Despite these challenges, the Haas F1 team maintains that it is business as usual, with no impact on its development plans or operations. Other teams, such as Racing Bulls and Ferrari, are monitoring the situation closely, acknowledging potential uncertainties due to their US-based sponsors and suppliers.

https://www.sportsmole.co.uk/formula-1/haas/news/f1-braces-for-impact-of-us-tariff-turmoil_571383.html



PREVIOUS PUBLICATIONS

Of Source Codes and Functions - Balancing Copyright Protection Against Monopolisation

'Willing to Wound but Afraid to Strike' - Threats in Trademark Infringement Proceedings

Competing Rights to Copyright in the Virtual Environment

Spilling the Beans in Litigation

The Price of Artificial Intelligence

State of Mind and the Plea of Innocence

False Sense of Security

Privileges of 'Well-Known' Trademarks

Celebrity's Name Taken in Vain

Navigating the E-Money Landscape

E-Commerce — Drive Towards Improved Postal Services

Clipping the Wings of Social Media Influencers

10 Key Amendments to Patent Law

Copyright (Amendment) Act 2022

Goodwill Unshaken by Negative Publicity

Employers' Liability for Copyright Infringement

Court of Appeal Reaffirms Test for Breach of Confidence

Trademark Mischief-Makers

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2022 Publications: Vol. 7 - Vol. 17

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2023 Publications: Vol. 18 - Vol. 28

For the complete archive, please click [here](#)

2024 Publications: Vol. 29 - Vol. 39

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2025 Publications: Vol. 40 - Present

- Intellectual Property, Sports & Gaming Newsletter Vol. 40
- Intellectual Property, Sports & Gaming Newsletter Vol. 41
- Intellectual Property, Sports & Gaming Newsletter Vol. 42

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