

# INTELLECTUAL PROPERTY

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MAY 2025  
VOL.44

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**

#### **JAMES BOND FRANCHISE OWNERS SEEK EXTENSION IN CASE TO RETAIN RIGHTS TO 007 SPY NAME**

Danjaq, a US-based company holding the trademark rights to the James Bond franchise, has requested an extension of time to file its defence to claims regarding the lack of use of the intellectual property, which includes the character's name, "007" codename and catchphrase "Bond, James Bond." This follows claims filed in the United Kingdom ("UK") and the European Union ("EU") by a Dubai-based property developer that the lack of use of the James Bond intellectual properties had resulted in the expiry of various protections for the same. Danjaq has filed its defence in the UK and is seeking an extension to file in the EU. The EU Intellectual Property Office has allowed the extension but has stated that any further extensions are unlikely in the absence of any exceptional circumstances.

<https://www.theguardian.com/film/2025/may/27/james-bond-franchise-owners-request-more-time-to-defend-control-of-007-spy-name>



#### **STEVE MADDEN SUES ADIDAS OVER TRADEMARK ON SIGNATURE STRIPES**

Steve Madden has sued Adidas in Brooklyn over its alleged attempt to prevent the American shoe company from launching the Viento and Janos sneakers, which are designed with two non-parallel bands. Steve Madden states that Adidas's lawyers demanded that the sale of the sneakers be stopped, citing possible confusion on part of consumers. The lawsuit is seeking a declaration that the Viento and Janos sneakers do not infringe Adidas' trademarks or three-stripe design.

<https://www.usatoday.com/story/money/legal/2025/05/22/steve-madden-adidas-stripes-lawsuit/83801826007/>



## ***INTELLECTUAL PROPERTY***

### **TRADEMARK**

#### **TV TOKYO AWARDED UP TO \$4.7 MILLION IN DAMAGES BY US COURT AFTER RULING ON TRADEMARK VIOLATIONS**

TV Tokyo Corporation has secured a significant legal victory in the US District Court for the Northern District of Illinois against 47 defendants involved in selling counterfeit Naruto merchandise. The court issued a default judgment on 28 May 2025, ordering each defendant to pay \$100,000 in damages for willful trademark and copyright infringement, totaling up to \$4.7 million. The defendants, primarily operating from foreign jurisdictions, created online stores that mimicked official Naruto merchandise outlets, misleading consumers into purchasing imitation products. TV Tokyo argued that these actions caused irreparable harm through consumer confusion and dilution of its trademarks.

<https://animecorner.me/naruto-lawsuit-tv-tokyo-up-to-4-7-million-in-damages-counterfeit-copyright-trademark-infringement/>



## ***INTELLECTUAL PROPERTY***

### **PATENT**

#### **PROVISIONAL AGREEMENT BETWEEN EUROPEAN PARLIAMENT AND COUNCIL REACHED ON COMPULSORY PATENT LICENSING FOR CRISIS MANAGEMENT**

The European Parliament and the Council have reached a provisional agreement on a new EU-wide compulsory patent licensing framework aimed at enhancing crisis preparedness. This regulation empowers the European Commission to issue compulsory licenses, allowing third parties to use patented inventions without the patent holder's consent during significant cross-border emergencies, such as pandemics or natural disasters. The mechanism is designed as a last resort, to be employed only when voluntary licensing agreements are unavailable or insufficient. The provisional agreement now awaits formal adoption by both the European Parliament and Council.

<https://www.osborneclarke.com/insights/european-parliament-and-council-reach-provisional-agreement-compulsory-patent-licensing>



#### **APPLE'S NEXT-GEN AI-POWERED WEARABLE REVEALED IN NEW PATENT FILING**

A 27-page Apple patent filing, depicting a “wearable loop-shaped electronic device” that could be worn on the wrist, the neck or placed on items to provide spatial information, has been published at the United States Patent and Trademark Office. While not to be taken as solid evidence that the company is planning on releasing such a device, it suggests a further move by Apple into the AI arena. The wearable loops could feature communications circuitry like a microphone, or even emit light to, again, be used as a form of positional sensor.

<https://www.forbes.com/sites/andrewwilliams/2025/05/27/apple-ai-wearable-of-the-future-detailed-in-patent-filing/>



## ***INTELLECTUAL PROPERTY***

### **PATENT**

#### **CHINA'S SUNWODA GROUP LOSES LAWSUIT BROUGHT BY LG ENERGY SOLUTION OVER PATENTED BATTERY TECHNOLOGY**

On 22 May 2025, the Munich District Court ruled in favor of Tulip Innovation, a Hungarian non-practicing entity representing LG Energy Solution, granting an injunction that prohibits Sunwoda from selling batteries incorporating the disputed separator technology in Germany. The court also ordered Sunwoda to recall and destroy infringing products and to pay damages. This marks the first injunction in Germany concerning electric vehicle (EV) battery technology and underscores LG Energy Solution's intensified efforts to protect its intellectual property rights. The company has identified approximately 1,000 strategic patents, with 580 already confirmed as infringed upon. By enforcing these rights, LG aims to curb unauthorised use of its technologies and establish a licensing business model to generate future revenue streams.

<https://koreajoongangdaily.joins.com/news/2025-05-29/business/industry/LG-Energy-Solution-wins-patent-case-against-Chinas-Sunwoda-Group-over-battery-technology/2318508>



## INTELLECTUAL PROPERTY

### COPYRIGHT

#### UK ARTISTS URGE GOVERNMENT TO PROTECT COPYRIGHTS FROM AI USE

Over 400 British creatives, including Dua Lipa, Sir Elton John, and Kazuo Ishiguro, have signed a letter to Prime Minister Keir Starmer urging support for a copyright amendment to the Data (Use and Access) Bill. They seek transparency from Artificial Intelligence (“AI”) developers using their works for training models, warning that failure to act risks undermining the United Kingdom’s creative industries. The proposed amendment by Baroness Kidron aims to establish licensing frameworks. Critics argue it could stifle innovation and push AI development abroad. The government, amid consultations, has pledged an impact assessment to balance creators’ rights with technological progress.

<https://www.bbc.com/news/articles/c071elp1rv1o>



#### FEDERAL JUDGE DISMISSES COPYRIGHT CLAIM AGAINST DISNEY OVER SEA TURTLE CHARACTER ‘OLU MEL

United States (“US”) District Judge Dale Fischer dismissed a copyright lawsuit filed by Hawaiian artist Johnson Enos (“Enos”), who accused Disney of copying his blue-eyed, ukulele-playing sea turtle “Honu” for its character ‘Olu Mel. Judge Dale Fischer ruled that Disney created ‘Olu Mel before Enos introduced the ukulele element to “Honu”, and that the characters were not similar enough to constitute infringement. Enos claimed meetings with Disney staff occurred in 2008 and performances were attended by Disney executives. However, the court found the only unique traits of Honu, namely the blue eyes and musicality, were insufficient for a copyright claim.

[https://www.reuters.com/legal/litigation/disney-fends-off-copyright-lawsuit-over-ukulele-playing-sea-turtle-2025-05-27/?utm\\_source=chatgpt.com](https://www.reuters.com/legal/litigation/disney-fends-off-copyright-lawsuit-over-ukulele-playing-sea-turtle-2025-05-27/?utm_source=chatgpt.com)



## INTELLECTUAL PROPERTY

### COPYRIGHT

#### JUDGE CHALLENGES META'S FAIR USE CLAIM IN AI COPYRIGHT LAWSUIT

US District Judge Vince Chhabria (**"Chhabria"**) expressed skepticism toward Meta Platforms' claim that it made "fair use" of copyrighted books to train its Llama large language model. Junot Diaz and comedian Sarah Silverman argued Meta used pirated versions of their work without consent. While Meta insists its use was transformative, Chhabria questioned how such use could be fair when it potentially disrupts the market for original works. The case highlights a growing legal battle over whether AI training with copyrighted material requires permission, with implications for Meta, OpenAI, Anthropic, and the broader AI industry.

<https://www.reuters.com/legal/litigation/judge-meta-case-weighs-key-question-ai-copyright-lawsuits-2025-05-01/>



## PREVIOUS PUBLICATIONS

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Competing Rights to Copyright in the Virtual Environment

Spilling the Beans in Litigation

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