

BARBIE'S BIG INTELLECTUAL PROPERTY DISPUTE

BARBIE VS BRATZ DOLLS

WHEN BARBIE WENT TO WAR WITH BRATZ

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The intellectual property rights (IPR) dispute between Barbie and Bratz is a well-known legal battle that took place in the early 2000s. Barbie is a fashion doll brand owned by Mattel, Inc., and Bratz is a line of fashion dolls created by MGA Entertainment.

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The dispute centered around allegations of copyright infringement, trade secrets, and unfair competition. Mattel, the maker of Barbie, filed a lawsuit against MGA Entertainment, claiming that the designer of the Bratz dolls, Carter Bryant, had created the concept for the Bratz dolls while he was still employed at Mattel. Mattel argued that Bryant had violated his employment agreement by taking the idea for the Bratz dolls to a competing company, MGA Entertainment.

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The legal battle between Mattel and MGA Entertainment was complex and lengthy. It involved multiple lawsuits, appeals, and counterclaims. In 2008, a jury initially ruled in favor of Mattel, awarding them \$100 million in damages and finding that the Bratz dolls were created while Bryant was still employed at Mattel. However, the judgment was later overturned in a federal appeals court in 2010, which ruled that Mattel did not have ownership of the Bratz concept.

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The legal battle continued for several more years, with both companies pursuing various claims and counterclaims. In the end, MGA Entertainment prevailed, and the Bratz brand continued to be produced.

This case highlighted the importance of protecting intellectual property and the complexities of trade secrets and non-compete agreements in the toy industry. It also served as a cautionary tale for companies and employees regarding the ownership of ideas and innovations created during employment.

V

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Barbie



Bratz



GAME MASTERS



Ruth Handler



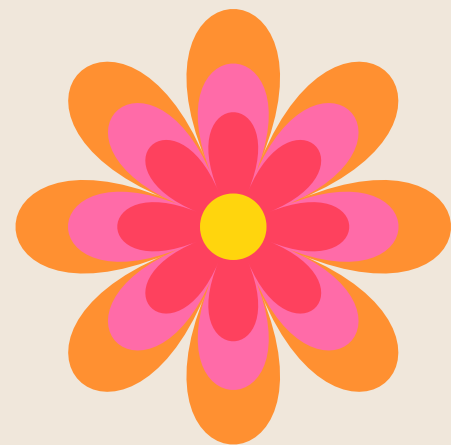
Isaac Larian

WINNER WINNER CHICKEN DINNER



CONGRATULATIONS FOR WINNING

Following the appeal on October 22, 2010, the District Court granted MGA's motion for a new trial on all claims and issues. In addition, the parties' claims against each other for trade secret misappropriation, previously severed from copyright and trademark infringement claims, were consolidated for trial. The new trial started on January 11, 2011.



In a Barbie world Protecting your IP

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It's not all about "come on Barbie lets go party". For intellectual property lawyers, Barbie is probably the most aggressively protected and fought over intellectual property for years. From a kids doll born back in 1959, to the blockbuster Hollywood film of 2023, it became an empire that turned the American owner company Mattel to worth billions.

According to the EUIPO, the Barbie dynasty has 23 trademarks which are registered in the EU and

and Kenneth - saw Bild Lilli a German toy doll. Enthralled by its effect on her children, she returned to the United States and designed Barbie. The owners of the Lilli doll filed a claim against Mattel in 1961, arguing that the design of Barbie infringed on their hip-joint patent and accused Mattel of misleading the public by

**But really it was an IP
dispute that was the stepping
stone that made Barbie such**

I AM *Barbie* GIRL,
I'M LIVIN' IN MY IP WORLD –
You Can't Touch Me There Or Else
Hallway Go Down To Courtroom

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Trademarks
Logos and names such as "Barbie", "Ken", and "Holiday Barbie" can be registered as trademarks, while the famous Barbie pink gets trade dress protection, such as for the doll's packaging and merchandising.



THANK YOU

