

A Winthrop & Weinstine blog dedicated to bridging the gap between legal & marketing types.

[Stoners Are Not To Be Trusted](#)

August 19, 2011 by [Brent Lorentz](#)



It's not every day that a fine news publication like [The Onion](#) dips its toes into trademark pool. Given this, I was pleasantly surprised to see [this parody](#) about troubling competition to Yellowstone National Park. Granted, this article came out a couple months ago, but I still think its poignant.

Although plainly presented for comedic purposes, the article presents some entertaining observations and illustrations about how real competitors might run up against each other in the marketplace, particularly where one competitor is a slavish rip-off artist. For example, Yellowstone has [Old Faithful](#); Yello-Stone has Old Reliable.

Notwithstanding the rip-off, do you think Yellowstone would have a case, or is Yello-Stone simply competing and giving the customers what they want?