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[Best Buy Criticized for Geek Squad Trademark C&D Letter](#)

Posted on June 13, 2011 by [Steve Baird](#)



Best Buy was the subject of some intense criticism at the end of last week when [Chris Morran of The Consumerist Blog](#) and [Mike Masnick of the Techdirt Blog](#) took Best Buy to task and Mike went so far as to label Best Buy a "trademark bully" for sending a cease and desist letter to [Newegg](#) for use of the "Geek On" logo shown above and for running a [television advertisement](#) poking fun at Best Buy who asserts the advertisement misleads consumers by portraying Best Buy employees as "slovenly and uninformed."

[We've previously questioned the scope of rights in Best Buy's Geek Squad mark](#) and whether it has sufficient scope to reach the use of other Geek marks by competitors, [given the number of third party marks containing the term](#) for similar goods and services.

In addition, [Dan](#) and [I have](#) both discussed the PR fallout relating to Best Buy's previous [God Squad trademark flap](#). I'll have to say, this one leaves me continuing to wonder whether there is sufficient coordination/collaboration between Best Buy's PR and Legal departments.

So, how do you come down on this one?



Is this legitimate trademark enforcement or another example of [trademark bullying](#)?

What about the complaint about the television advertisement, does that have merit?

It will be interesting to see whether Best Buy files a lawsuit on this one, so stay tuned.



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