Ferris in National Media Outlets on Fashion Trademark Disputes

By Tiffany Ferris | July 22, 2024

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Haynes Boone Partner Tiffany Ferris spoke with numerous national media outlets regarding two separate trademark disputes that are making waves throughout the intellectual property space.

In one case, fashion creator Sydney Nicole Gifford is suing creator Alyssa Sheil for copyright infringement, alleging that Sheil copied Gifford's "unique" aesthetic and content on TikTok and Instagram.

If successful, the lawsuit “could change the influencer game as we know it,” Ferris told *New York Post*. A victory would mean a flood of similar suits which would make it “remarkably difficult for influencers to create their content,” she noted.

"She has to prove she's the only one using those fonts and colors and that's virtually impossible to do when everyone else is also using it," Ferris told *Business Insider*.

To read the full article from *New York Post*, click here.
To read the full article from *Business Insider*, click here.

In a separate case, a sneaker artist known as “The Shoe Surgeon” built a customization empire denoted by collaborations with global brands like Nike Inc., Gucci, and Adidas AG and a cult-like social media backing with a million followers, which eventually led to Nike accusing Dominic Ciambrone’s growing business of an illegal scheme fraught with counterfeits and unauthorized collaborations.

“The comments on this post are scathing” against The Shoe Surgeon, Ferris told *Bloomberg Law*. “They’re clearly from lay people, they’re misusing a bunch of intellectual property terms, but they get the point.”

To read the full article from *Bloomberg Law*, click here.

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