

Richard Rochford in New York Post: Lululemon Battles Patent Claims in Lawsuit Over Sports Bra Design

By Richard D. Rochford | September 13, 2018

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The *New York Post* quoted Haynes Boone Partner Richard D. Rochford on the lawsuit between Lululemon and a patent owner who claimed the retailer infringed on its sports bra pocket patent.

Here is an excerpt:

Lululemon, the popular yoga-wear maker, stands accused by a Boston patent troll of stomping over its rights as it affixed a pocket to its in-demand Run: Stuff Your Bra sports top.

The patent troll, Blackbird Technologies, sued Lululemon in 2014, claiming its patent for a pocket laminated to the front of a sports bra covered the yoga maker's product — even though the Stuff Your Bra pocket, big enough for a smartphone, is sewn into the front of the product. ...

Patent trolls are more common in the tech sector and rarely seen in the fashion industry, said Richard Rochford, head of the intellectual property litigation practice at Haynes Boone.

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