

Tiffany Ferris Talks With Reuters: 'Peloton Challenges Competitor Over SPINNING'

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PRACTICES Intellectual Property, Trademark and Advertising

Haynes Boone Associate [Tiffany Ferris](#) talked with *Reuters* in a video interview about fitness company Peloton's efforts to cancel the trademarks for "Spinning" and "Spin" owned by competitor Mad Dogg Athletics.

Here is an excerpt:

Last week, Peloton asked the Trademark Trial and Appeal Board of the U.S. Patent and Trademark Office to cancel trademarks held by Mad Dogg Athletics. The trademarks include "spin" and "spinning."

Mad Dogg Athletics said it has had the marks for over 25 years for its branded lines of indoor cycling bikes, programs and digital content. Peloton says in its filing: "The terms 'Spin' and 'Spinning' are generic, and Mad Dogg should be barred from continuing to abusively enforce its improper trademark rights across the spinning industry."

Trademark attorneys we spoke with think Mad Dogg Athletics has a tough fight ahead to maintain its trademarks. Tiffany Ferris is an associate with Haynes Boone.

"Frankly, I think Mad Dogg is behind the eight ball here," Ferris said.

"So if I told you, 'Hey, we're going to go to the gym and we're going to take a class on exercise bikes.' Probably what you're going to say to me is, 'Oh, we're going to go to spin class.'"

It could take a year or more for the Trademark Office to make a ruling.

To watch the full 3-minute video, click [here](#).