

Hulk Hogan Sues for Trademark Infringement

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Hulk Hogan recently filed a lawsuit against a car sales company alleging that the company used his distinctive traits and person in radio advertisements to sell its vehicles. Hogan alleges that the radio advertisements constitute false endorsement, trademark infringement, right of publicity violations, and misappropriation of name, voice, and identity. Hogan claims that the car dealer used Hogan's distinctive voice, references to the "Hulkamaniacs" fan base, his alleged catchphrase "brother," references to Hogan's signature wrestling moves, and references to muscles as "guns," without his permission.

TIP: Even where individual characteristics or elements by themselves may not be owned by anyone, combining the elements may place advertisers at risk if the elements, such as characteristics, catchphrases, or mannerisms have become associated with a particular celebrity or persona.

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