

Sterne Kessler Secures Notable Trademark Win for BTL Industries

Washington, D.C. (February 16, 2024) – Sterne, Kessler, Goldstein & Fox successfully secured a win in an ongoing anti-counterfeiting and infringement case filed on behalf of BTL Industries. Specifically, Judge Giles of the Eastern District of Virginia granted Sterne Kessler’s motion for a preliminary injunction against 448 online retail stores on the eBay, Wish, and AliExpress platforms that were engaged in the sale of counterfeit BTL devices, and knockoff devices that infringe BTL’s trademarks and patents.

Judge Giles found the evidence submitted in support of the preliminary injunction to be “highly persuasive” and “extremely convincing,” and concluded that BTL is likely to succeed on its claims of trademark infringement against each defendant, entering the injunction enjoining the defendants from the continued sale of these devices in the United States. Judge Giles also granted BTL’s request to freeze the Defendants’ assets pending the entry of a final judgement. The case was notable as it involved trademarks that were confusingly similar to BTL’s marks, as opposed to strictly counterfeit products that typically form the basis for “John Doe” lawsuits.

BTL Industries is one of the world’s major manufacturers of medical and aesthetic equipment.

The Sterne Kessler team representing BTL in this matter includes: Directors [Monica Riva Talley](#) and [Nicholas J. Nowak](#); Counsel [Lauriel F. Dalier](#) and [Dana N. Justus](#); and Associates [James “Jamie” P. Hanly](#), [Em Richardson](#), and [Paige E. Cloud](#).