

Oldach quoted in IP Law360 article "Tiffany Appeals In Effort To Force eBay To Police Site"

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IP Law360

William Oldach was quoted in the article "Tiffany Appeals In Effort To Force eBay To Police Site" in the August 12, 2008 issue of *IP Law360*. The article is about a Tiffany & Co. trademark infringement case, which claims that eBay did not do enough to prevent counterfeit Tiffany jewelry from being sold on its site.

The article states: "Tiffany may have a good argument if it focuses on the federal judge's analysis that never closed the loop on eBay using the Tiffany trademark in its advertising to drive traffic to its site, said William Oldach, counsel in Vorys Sater Seymour and Pease LLP's Washington, D.C., office, who is closely following the case. 'That can be a fruitful ground for appeal for Tiffany to explore the judge's ruling that eBay's own use of the Tiffany mark in advertising is noninfringing when eBay is deriving profit from the sale of counterfeit goods on its Web site,' Oldach said."

To view the article, visit the [Law360 website](#). (Subscription required).