



COURT REJECTS APPLE'S FALSE ADVERTISING CLAIM IN "APP STORE" TRADEMARK LAWSUIT - TECHCRUNCH

The court has rejected Apple's earlier claim that Amazon's use of 'Appstore' to describe its Android application marketplace was 'false advertising,' according to a Bloomberg news alert. Apple had filed a trademark lawsuit in 2011, stating that Amazon's use of the term 'appstore' could cause confusion among consumers. In September 2012, Amazon asked a federal judge to dismiss Apple's Fifth Cause of Action in the case 'the aforementioned 'false advertising' claim.

Read the full article here:

[Court Rejects Apple's False Advertising Claim In "App Store" Trademark Lawsuit - TechCrunch](#)

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