

On the Wire - Liberty Livewire Corp - Brief Article

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A four-person film and television production, studio received a preliminary injunction last month for Liberty Livewire Corp. and its parent, Liberty Media Corp., to stop referring to itself as "Livewire" in marketing materials, ads and in answering the phone.

Live Wire Productions, or Live Wire, filed the suit a few months ago for trademark infringement. A federal judge ruled that Liberty Livewire had to go by its full name, rather than the shortened "Livewire" until a settlement could be reached.

Live Wire attorney Bob Lauson of Cisko & Thomas said his client, whose official name is Electropix, has been doing business as Live Wire for more than 10 years and applied for a federal and California trademark registration.

Live Wire's clients include Disney and Paramount.

Liberty Livewire attorney Jeff Riffer of Jeffer Mangels Butler & Maramaro LLP said the company applied for the name first. The trademark application is pending.

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