

LEGAL AND PRIVACY

Louis Vuitton granted injunction against alleged Amazon copycats

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Louis Vuitton is fighting for its intellectual property. Credits: Louis Vuitton

By STAFF REPORTS

French fashion house Louis Vuitton has successfully blocked a number of Amazon sellers it alleges were selling counterfeit goods bearing its trademarks.

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As part of a lawsuit against the sellers, Louis Vuitton requested a preliminary injunction against the stores on the marketplace. According to [WWD](#), a federal judge has granted this request, putting a freeze on about 30 sellers' businesses.

Retail roadblock

Louis Vuitton's lawsuit claims trademark infringement.

In its filing, the plaintiff asked that the defendants be barred from doing business on Amazon for the length of the trial. Louis Vuitton argued that if this was not established, the sellers would simply move on to new store names, continuing to operate on Amazon.

Further, Louis Vuitton noted that often sellers do not use real names, preferring to remain anonymous and more difficult to track.

A judge agreed to the injunction for the duration of the suit.

Louis Vuitton is asking for \$2 million per item sold bearing one of its 15 registered trademarks, which include its monogram and brand name.



Louis Vuitton Twist handbag. Image credit: Louis Vuitton

Ecommerce giant Amazon's counterfeit problem is only getting worse, as the company's efforts to curtail fakes fall short.

Tightly distributed luxury brands tend to avoid Amazon as a selling platform to keep their positioning in tact, but many end up having a presence on the marketplace whether they want to or not, as counterfeiters sell goods using their name. While Amazon does have a counterfeit policy, the general feeling is that the company could be doing more to protect brands and consumers from illegal copycats ([see story](#)).

Along with Louis Vuitton's Amazon suit, Kering is also in the midst of a suit with marketplace Alibaba, which also involves a group of sellers ([see story](#)).

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