

JEWELRY

David Yurman gets court orders against counterfeiters

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Joan Smalls in the David Yurman Fall Winter 2018 Campaign, shot by Peter Lindbergh. Image credit: David Yurman

By STAFF REPORTS

Jeweler David Yurman is gaining protections against counterfeits after receiving an injunction against Web sites it says infringed on its intellectual property.

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On Jan. 2, the U.S. District Court for the Southern District of New York entered a default judgment in the brand's favor that granted the jeweler statutory damages of \$1.55 million and an injunction against 31 individuals operating Web sites that sold fake David Yurman goods. With the rise of ecommerce, it has made it easier for counterfeiters to operate a global business, creating a greater risk of harming brand reputation.

Curbing counterfeits

David Yurman took legal action against sites that were using its trademarks and campaign imagery.

As part of the court's default judgment, an injunction has been issued that bars the defendants and their affiliates from making, distributing, marketing or selling fake David Yurman products. The defendants were also forced to hand over their domain names to the brand.

"We are pleased with the judgment and will continue to take aggressive action to protect our consumers, our designs and our trademarks," said Carol Pennelli, president of David Yurman, in a statement. "We will not tolerate infringers and counterfeiters in the marketplace regardless of where they operate."



David Yurman Cable bracelets. Image credit: David Yurman

In an effort to curb the proliferation of fake goods online, other luxury brands have taken counterfeiters to court. Last year, Italian fashion company Salvatore Ferragamo Group won an injunction against 60 owners of online profiles used to sell counterfeit goods.

The New York court ruled in Ferragamo's favor, transferring ownership of around 150 domains to the group and awarding damages of \$60 million. Counterfeiting is a prime concern for luxury brands, as fake merchandise can tarnish a brand's image and hurt customers ([see story](#)).

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