

## Stinson IP&T Attorneys Assist in Protecting American Outdoor Brands' Intellectual Property, Secure Agreement to End Litigation

Press Release  
04.21.2023

Stinson LLP served as patent counsel to firm client American Outdoor Brands (AOB) in enforcing intellectual property rights against Good Sportsman Marketing, LLC, (GSM) and in implementation of a settlement agreement, effective April 6, 2023, to resolve AOB's litigation against GSM.

In September 2022, AOB filed a complaint against GSM alleging trademark and patent infringement relating to GSM's sales of shooting rests and related products.

According to an [AOB press release](#), the settlement agreement provides that GSM will compensate AOB; that judgment would be entered in AOB's favor on its claim for trademark infringement; and that GSM will cease all sales, advertising, marketing, and shipments of its Alpha Shooting Rest.

On April 14, 2023, the U.S. District Court for the District of Delaware entered a permanent injunction against GSM enjoining future infringement of AOB's trademarks.

"It is an honor and a pleasure serving AOB in protecting and enforcing its intellectual property rights. We are very pleased with this result," David Barnard commented.

Stinson attorneys involved in this matter include Partners [David Barnard](#) and [Bill Everding](#) and attorney [Judith Araujo](#).

### CONTACTS

Judith Araujo  
David R. Barnard

# Stinson IP&T Attorneys Assist in Protecting American Outdoor Brands' Intellectual Property, Secure Agreement to End Litigation

William R. Everding

## RELATED CAPABILITIES

Intellectual Property & Technology

Patent Litigation

Trade Secret Litigation

Trademark, Trade Dress, False Advertising & Unfair Competition Litigation

STINSON

STINSON LLP \ STINSON.COM