

In The Media

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NGE Provides Insight On Mondelez Copycat Case

NGE Intellectual Property Chair Michael Kelber and Intellectual Property Counsel Andrew Fraker share their insights on the Mondelēz copycat case in *FoodNavigator's* article "How could Aldi win Mondelez copycat case?" The article discusses how Mondelez is suing Aldi over claims that the retailer's private label snacks copy the "look and feel" of iconic brands like Oreo and Ritz, raising a high-profile trade dress dispute. It notes that while Mondelez presents a strong case based on packaging similarities, Aldi may argue that the designs are common in the market and the case could hinge on consumer confusion or end in a settlement.

[Click here to read the full article.](#)

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