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Zale sued over 'Love Rocks' ad campaign

10:34 PM CST on Thursday, February 12, 2009

A Texas-based jewelry company sued Zale Corp. Thursday, accusing it of trademark infringement for Zale's use of "Love Rocks" as part of an advertising campaign to sell diamonds.

Love Rocks by JAGS Ltd.'s suit says it had told Zale about its "Love Rocks by JAGS" campaign in 2007 but said that Zale declined to do business with the firm and its designer, Jacquelin Samuels. Samuels' company trademarked the campaign in July 2007 and sold the collection through Costco stores.

Zale used "Love Rocks" in campaigns and had its own attempt to trademark the phrase rejected by the U.S. Trademark and Patent Office in January, the suit alleges. Despite warnings from Samuels' attorneys, Zale continues to violate the mark in advertising, the suit alleges.

A message left with Zale officials wasn't returned Thursday.

Eric Torbenson

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