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## Zale settles suit over 'Love Rocks' ad campaign

03:29 PM CST on Friday, February 13, 2009

By ERIC TORBENSON / The Dallas Morning News  
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Dallas-based Zale Corp. has settled a lawsuit filed earlier this week by a Texas-based jewelry designer who claimed that the national jewelry retailer was infringing on her trademark of "Love Rocks by JAGS."

The suit filed in federal district court in Dallas alleged that Zale violated the trademark by its use of the phrase "Love Rocks" in a current advertising campaign related to Valentine's Day jewelry promotions.

Zale settled the suit for a "very modest, immaterial amount" according to David Sternblitz, vice president and treasurer.

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