

McKinney's Consolidated Laws of New York Annotated
General Business Law (Refs & Annos)
Chapter 20. Of the Consolidated Laws
Article 24. Trademarks (Refs & Annos)

McKinney's General Business Law § **360-k**

§ **360-k**. Infringement

Currentness

Subject to the provisions of this section, any person who shall:

(a) use, without the consent of the registrant, any reproduction, counterfeit, copy, or colorable imitation of a mark registered under this article in connection with the sale, distribution, offering for sale, or advertising of any goods or services on or in connection with which such use is likely to cause confusion or mistake or to deceive as to the source of origin of such goods or services; or

(b) reproduce, counterfeit, copy or colorably imitate any such mark and apply such reproduction, counterfeit, copy or colorable imitation to labels, signs, prints, packages, wrappers, receptacles, or advertisements intended to be used upon or in connection with the sale or other distribution in this state of such goods or services; shall be liable in a civil action by the registrant for any and all of the remedies provided in [section three hundred sixty-l¹](#) of this article, except that under this subdivision the registrant shall not be entitled to recover profits or damages unless the acts have been committed with the intent to cause confusion or mistake or to deceive.

Credits

(Added L.1996, c. 319, § 2, eff. Jan. 1, 1997.)

Notes of Decisions containing your search terms (0)

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Footnotes

¹ The section heading for § 360-l is “Injury to business reputation; dilution”; the section heading for § 360-m is “Remedies”.

McKinney's General Business Law § **360-k**, NY GEN BUS § **360-k**

Current through L.2019, chapter 758 and L.2020, chapters 1 to 249. Some statute sections may be more current, see credits for details.