[NL] Dutch Broadcaster Loses Name in Trade Dispute

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Bernt Hugenholtz
Institute for Information Law (IViR), University of Amsterdam

The Dutch commercial broadcasting station Veronica has lost its chosen name ME in a dispute over trademark infringement. Ruling in summary proceedings, the District Court of Utrecht held that ME is confusingly similar to WE, the well-known trademark of a chain of clothing stores. The station, owned by RTL/Holland Media Groep (RTL/HMG), will be obliged to drop its current name, Veronica, on 1 September 2001, following the withdrawal from RTL/HMG in May 2000 of the Veronica broadcasting association, which owns the Veronica trademark. After losing ME to WE, the former Veronica has decided to take no further trademark risks: its latest name, Yorin, does not ring any familiar bells.

Arrondissementsrechtbank Utrecht, 23 March 2001, No. 125921/KG, ELRO no. AB0689

http://www.rechtspraak.nl/uitspraak/show_detail.asp?ui_id=24429

President District Court of Utrecht, 23 March 2001, No. 125921/KG, ELRO no. AB0689

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