

# Explorers Club Sues Diageo over Whisky Brand

NEW YORK (AP) — The famous [Explorers Club](#) [1] has filed a lawsuit against the parent company of Johnnie Walker for using its name on a new whisky brand.

[Diageo's](#) [2] line of "Explorers Club" whiskies was launched in duty-free-shops in late 2012.

According to the [New York Post](#) [3], the 120-year-old New York-based club says it owns the trademark on the name.

The club sent a cease and desist letter to the company last spring.

The Manhattan suit says the font on the Explorers Club whisky label is "confusingly similar" to the one used by the club.

The club says it filed the suit after talks with the company broke down. It wants Diageo to stop selling the brand or pay for licensing fees.

Diageo didn't immediately return a request for comment on Friday.

### Source URL (retrieved on 01/26/2015 - 5:45pm):

<http://www.foodmanufacturing.com/news/2014/03/explorers-club-sues-diageo-over-whisky-brand>

### Links:

[1] <https://twitter.com/ExplorersClub>

[2] [https://twitter.com/Diageo\\_News](https://twitter.com/Diageo_News)

[3] <http://bit.ly/1d7rBsK>