

Bird Marella Secures Favorable Resolution for Pulse-Based Snack Maker in Trademark Dispute

Bird Marella attorneys [Timothy Yoo](#) and Andrew McTernan obtained a successful resolution for their client, an Irvine, California-based snack food manufacturer that makes Peatos and other pulse-based snacks, in a major trademark dispute against Frito-Lay, Inc. In the widely publicized dispute, which was covered by the *Wall Street Journal* and other trade publications, Yoo and McTernan litigated and ultimately achieved a favorable coexistence arrangement with Frito-Lay, which allows their client, the World Peas Brand, to preserve and extend the brand equity built upon their packaging and product lines going forward.

Click [here](#) for more information (*Wall Street Journal* subscription required).