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Subject: Re: Here we go again...

Posted by [Wayne Parham](#) on Wed, 14 Sep 2005 13:02:13 GMT

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Are you sure New Sensor bought the trademarks? I was under the impression they simply registered the trademarks in America, while negotiations were being made with the

them into stealing the name. I think this is kind of what Mike is worried about, a sort of end run around the real owner, an unethical way to beat the system. But I guess what I'm saying is that I'm not sure what Douglas is doing is anything like that. And I'm also not sure the legal claim to the name is nearly as clear, because Peerless was used for so long by DST. If Magnequest had been using the name since the 1970's and then DST came along and quietly registered it in 1990's, that would be one thing. But actually, DST was using it in the 1960's and Magnequest started using it in the 1980's. At that time, I think Peerless was very well known. I saw Peerless speakers in McGee catalogs, a company that was popular in the 70's and 80's sort of like Parts Express is now. So this one is pretty thorny.

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