Beat: Sports

SKATEBOARDING COMPANY VANS SUED BY PRODUCER 1980s BMX MOVIE RAD

SUED FOR INFRINGING DESIGNS

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USPA NEWS - Schwartzman pictures alleges the iconic skate shoe manufacturer never licenced the film's logo. Vans has over the years collaborated on designs with many partners. Now, the question is of whether every one of the designs was properly licensed...

The Company VANS produced a series of shoes featuring the Rad Logo. Schwartzman says it never licensed the logo to Vans and first learned of the shoes series in 2012 when someone noticed a pair and notified the company. It is said that the plaintiff reached out to Vans in August 2012 to discuss potential licensing deal but nothing came through. The plaintiff claims ownership of the Rad Logo under federal registration and common law. The plaintiff claims that Vans' use of the logo was confusing the public whether those shoes were endorsed by the makers of Rad. (Reported by Hollywood Reporter).

Vans Company goes back to 1966, when Paul Van Doren and three partners open up the first Vans shoes shop. In 1970, skateboarders all around South California can be seen sporting Vans shoes. 1980, by the end of the 1970s, Vans had over 70 stores across the state of California. 1982, Vans ship-on shoe's again national appeal when they are worn by Sean Penn in the film "Fast times at Ridgemont High". 1994, Vans closes their manufactory in Orange, California and begin manufacturing over seas. 1994, Vans sponsors the Inaugural Triple Crowns Series which will eventually form into the Vans Triple Crowns Series. 1998, Vans opens a 48,000 square foot indoors/outdoor skate park at the block in Orange County.

2000/2001, for Forbes magazine Vans is "America's best small companies". In 2002, Vans opens an indoor skate park in Festival Bay in Orlando Florida. In 2004, Vans creates Vans customs allowing people to log on to their website and create their own custom Vans shoes.

For a teenager, a skateboard is temporary escapism and self-fulfillement. With this in mind, Vans has gone out of its way to sponsor and promote activities like concerts and sport events that appeal to the extreme sports and skateboarding set.

In addition to developing high-profile events for its customers, has also begun building and operating its own skateboard parks, each filled with thousands of square foot of space for both skateboards and BMX of all skill levels. Each Vans-branded park also includes a retail shop with Vans shoes and merchandise.

Vans produces apparel and other products such as T-shirts, bodies, socks, hats and backpacks.

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