

Apple will now have to abandon use of MIGHTY MOUSE for its products as United States Patents and Trademarks Office has awarded “MIGHTY MOUSE” trademark to Man & Machine (Small computer-peripheral manufacturer) for its rugged waterproof computer mouse, after the company filed a suit against Apple in 2008. Man & Machine was first to introduce the mark in 2004 and Apple introduced its Mighty Mouse computer mouse several months thereafter. Apple argued that it had licensed the name from television network CBS, which owns the rights to the popular Mighty Mouse cartoon character but USPTO ruled that CBS' trademark rights in MIGHTY MOUSE cartoon character did not cover computer peripherals and is limited to trademarks associated with the character itself.