

## Big Cat Rescue files trademark infringement lawsuit

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Tampa nonprofit animal sanctuary **Big Cat Rescue Corp.** has filed suit against G.W. Exotic Memorial Animal Foundation of Wynnewood, Okla., for trademark infringement.

G.W. Exotic Animal Memorial Park houses lions, tigers and other exotic animals. Director **Joe Schreibvogel** also displays animals at shopping malls and other venues.

The lawsuit alleges G.W. Exotic and Schreibvogel adopted the name "Big Cat Rescue Entertainment" in an effort to harm the credibility and goodwill of BCR Corp. and cause public confusion.

As part of its mission, BCR Corp. engages in public awareness campaigns to call attention to exploitation of exotic animals. In so doing, BCR Corp. exposed the defendants to public scrutiny, which led to the "counter-campaign," the lawsuit alleges.

BCR Corp. has built a reputation on taking care of cats and stopping abuse by educating the public, said Advisory Board Chairman **Howard Baskin**. The actions of G.W. Exotic have impaired this reputation, Baskin said.

A call to Schreibvogel seeking comment is pending return.