

Jenner & Block Team Wins Appeal in Floribama Shore Trademark Case

News

December 1, 2022

A team of Jenner & Block lawyers won an Eleventh Circuit appeal on behalf of client ViacomCBS Inc. (n/k/a Paramount Global) in a \$100 million trademark dispute over the title of the reality show “MTV Floribama Shore.”

The US Circuit Court of Appeals for the Eleventh Circuit affirmed the district court’s grant of summary judgment in 2021, holding that ViacomCBS’s decision to title its expressive work “MTV Floribama Shore” was protected by the First Amendment and outweighed the plaintiffs’ rights in their trademark “Flora-Bama,” which they use in connection with a bar and restaurants on the Florida-Alabama border.

Partner Susan Kohlmann led the team with support from Partners Alison I. Stein, Jacob Tracer, and Adam Unikowsky, Associates Rémi Jaffré and Thomas Jordan Bullock, and Senior Library Assistant **Charlotte Stretch** and Paralegals **Kevin Garcia** and **Mary Patston**.

Read more about the case here.

Related Attorneys



Susan Kohlmann

Partner

skohlmann@jenner.com

+1 212 891 1690



Alison I. Stein

Partner

astein@jenner.com

+1 212 891 1622



Adam Unikowsky

Partner

aunikowsky@jenner.com

+1 202 639 6041



Rémi Jaffré

Partner

rjaffre@jenner.com

+1 212 303 2536

Related Capabilities

Content, Media, and Entertainment

Intellectual Property

Trademark, Advertising, and Unfair Competition

Related Locations

New York

Washington, DC

© 2026 Jenner & Block LLP. Attorney Advertising. Jenner & Block LLP is an Illinois Limited Liability Partnership including professional corporations. This publication, presentation, or event is not intended to provide legal advice but to provide information on legal matters and/or firm news of interest to our clients and colleagues. Readers or attendees should seek specific legal advice before taking any action with respect to matters mentioned in this publication or at this event. The attorney responsible for this communication is Brent E. Kidwell, Jenner & Block LLP, 353 N. Clark Street, Chicago, IL 60654-3456. Prior results do not guarantee a similar outcome. Jenner & Block London LLP, an affiliate of Jenner & Block LLP, is a limited liability partnership established under the laws of the State of Delaware, USA and is authorised and regulated by the Solicitors Regulation Authority with SRA number 615729. Information regarding the data we collect and the rights you have over your data can be found in our Privacy Notice. For further inquiries, please contact dataprotection@jenner.com.

Stay Informed

