

Miss Asia USA Cultural Pageant vanquishes Miss Universe/Miss USA Pageant in historic trademark case

A five year long legal dispute finally came to an end when the United States District Court for the Southern District of New York recently ruled in favor of Virgelia Villegas and Virgelia Productions, Inc. in the trademark infringement lawsuit brought against them by MISS UNIVERSE, L.P., LLLP., owner of the MISS USA Pageant (Miss Universe, L.P., LLLP is co-owned by NBC Pageants, Inc., a wholly-owned subsidiary of NBC Universal, Inc. and Trump Pageants, Inc.)(hereafter, "Miss USA"). Because Miss USA chose not to appeal the Court's decision, it is now final and the ongoing legal dispute that began in 2004 is now over. In response to the Court's ruling that dismisses Miss Universe's challenge to Virgelia Production's use and registration of its trademark, Virgelia Villegas, Chairman and President of Virgelia Productions, Inc. issued this statement:

"I am overwhelmed by both a sense of relief and excitement. Throughout this ordeal, I have been on an emotional rollercoaster, but I never wavered in my commitment to produce our cultural pageants to continue promoting culture and unity among all the Asian communities. My faith and determination sustained me as we continued year after year to fight for the right to showcase the beauty and rich traditions of the Asian cultures represented in our cultural pageants. My faith, passion and determination provided the strength and resolve to face Miss USA's daunting legal onslaught. I want to thank Patrick Hanes, Monica McCarroll, and Thomas Bergert, my talented legal team at the Williams Mullen Law firm in Washington, DC, and my legal advisors Mark Robertson of Potomac Global Advisors, LLC and Geoffrey Denempont for their outstanding legal work and support. I also want to thank our loyal sponsors and advertisers, the dedicated staff and volunteers, my family, and most of all, the Asian communities that inspired me and continued to support our cultural pageants over the past six years. Now that the lawsuit is over, I promise to keep working each day to improve the pageants and bring our annual celebrations of Asian cultures to larger and larger audiences so that we can continue to pursue our goal of unifying the Asian communities by sharing their rich heritage and traditions."

As we navigate forward, this landmark victory opens the doors to a bright future for Virgelia Productions, Inc. and the cultural pageants it produces and promotes. Our production team, executive committee and volunteers are focusing on the upcoming Miss Asia USA and Mrs. Asia USA Cultural Pageants set forth on Saturday, August 21, 2010. We are excited about the new venue for this year's pageants, the La Mirada Civic Theater in La Mirada, California. This modern venue offers exciting new opportunities to dazzle our audience with a new stage production and will improve the total audience experience. The same passion, dedication and faith that inspired her throughout the legal process continues to drive Virgelia to produce cultural pageants that promote the beauty, values and traditions of the Asian communities that represent the 57 countries of the Asian continent. With all her heart, Virgelia believes that when we celebrate and share our cultural heritage and traditions, the closer and more unified our unique Asian communities will become.

This article can be found at: <http://www.immigrantmagazine.com/2010/02/08/miss-asia-usa-cultural-pageant-vanquishes-miss-universe-miss-usa-pageant-in-historic-trademark-case/>