



Google Adwords Lawsuit set to go to trial in the EDVA

02.19.2010

The [trademark infringement lawsuit](#) filed by the Virginia-based language learning software company [Rosetta Stone](#) against [Google](#) is now scheduled to go to trial on May 3, 2010, before a jury in Alexandria, Virginia. Google's previous motion to dismiss the lawsuit was denied. This lawsuit is one of several trademark infringement lawsuits filed against Google in federal courts since Google reportedly adopted a new policy allowing advertisers to use trademark terms in their ad text, but it is the only such action pending in the EDVA. Because of the jurisdiction's well-known speedy docket, it is likely that this case will be the first of the new Adword cases to reach judgment.

Google's current policy is posted [here](#).

Eric Goldman has a post discussing the cases against Google [here](#) on his [Technology & Marketing Law Blog](#).

Related People

- Patrick R. Hanes – 804.420.6455 – phanes@williamsmullen.com