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## CASE 2-1 Starbucks Corporation: Can Customers Breastfeed ...

Judges ruled the labels were too similar. Shoppers walk past a Starbucks Coffee shop. By Judith Mischke. January 16, 2018 9:18 pm. International java giant Starbucks defeated a woman from Belgium in a court battle Tuesday over a "coffee rocks" logo the Seattle-based chain argued was too similar to its own. The woman had applied to register a trademark in 2013 with a circular, black and white design featuring the words "coffee rocks."

## EU court sides with Starbucks in 'coffee rocks' logo ...

\* Coffee Chain \* Starbucks Corporation is an international coffee company and coffeehouse chain based in Seattle, Washington. Starbucks is the largest coffeehouse company in the world, with more than 17,000 stores in 55 countries, including over 12,500 in the United States, over 1,200 in Canada and over

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700 in the United Kingdom, 54 in Russia.

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the Boston Matrix. It shows the cash cows as the regular Starbucks line of Coffee's, Latte's and Frappacinos found at nearly every location. These are stable products that account for the bulk of sales. A potential star is the International locations, which hold less financial risk

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## STARBUCKS, London - 10 Godliman St, City of London ...

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