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# Peloton Accused Of Stealing 'Bike+' TM By Pro Cyclists

By [Andrew Karpan](#)

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Law360 (May 3, 2021, 7:43 PM EDT) -- Two professional cyclists are the latest to lodge a trademark infringement lawsuit against the home fitness giant Peloton, which allegedly is not the first to market a fitness product called "Bike+."

World Champ Tech LLC filed suit in California federal court on Friday accusing the New York-based Peloton of ripping off the trademark-protected name of a fitness app that was developed in 2014 by World Champ's founders, cyclists James Mattis and Ted Huang.

"Notwithstanding World Champ Tech's well-established rights in the Bike+ mark, Peloton launched a line of interactive stationary bicycles in September 2020 under the identical trademark, Bike+, and started selling them to consumers throughout California and the United States," World Champ said in its complaint.

World Champ's Bike+ is an app that lets users "detect, record, store, analyze, and share data from their indoor or

outdoor cycling sessions" and is marketed on the same platforms that Peloton uses to market fitness apps to customers who operate its new Bike+ stationary bicycles, World Champ says.

Peloton's Bike+, which hit the market on Sept. 20, gives users the ability to control the bike's resistance remotely and features a swiveling video screen to improve exercises done off the bike, according to [a different infringement complaint](#) lodged over the bikes in October.

World Champ co-founder Mattis had discovered the new Peloton product from a story that ran in Wired magazine earlier that month, the suit claims.

World Champ also cited language from a [U.S. Securities and Exchange Commission](#) filing from Peloton that said "Peloton's use of World Champ Tech's registered Bike+ mark in Peloton's SEC filings is without World Champ Tech's consent or authorization."

World Champ said it sent Peloton a letter regarding the New York company's marketing of its 'Bike+' bikes last December, but Peloton nonetheless refused to stop marketing the new bike line.

"Peloton has acted with ill will and spite toward World Champ Tech and World Champ Tech's rights," the suit said.

In addition to urging Peloton to change the name of its line of bikes, World Champ urged a California federal judge to force Peloton to "amend the most recent version of each of its filings" with the SEC in order to "remove all use of Bike+."

"By adopting World Champ Tech's Bike+ mark as a trademark for Peloton's own goods and/or services, Peloton avoided spending time, manpower, and money to select and adopt a comparable trademark without infringement," World Champ said.

A representative for World Champ declined to comment on the case. Representatives for Peloton could not be reached Monday.

It's not the only mark that Peloton has been accused of infringing lately. In December, a fitness equipment company called Mad Dogg Athletics demanded that Peloton remove a video that used the word "spin" to market a cycling class. Peloton [responded by launching](#) an ongoing legal battle aimed at canceling Mad Dogg's trademark registration on the word at the [U.S. Patent and Trademark Office's](#) Trademark Trial and Appeal Board.

Peloton is also fending off a patent infringement suit over its new Bike+ products in Delaware federal court. There, rival Icon Health & Fitness, which makes NordicTrack brand exercise products, argued that Peloton made the new bikes to seize upon the "unprecedented market demand" brought on by the COVID-19 pandemic and copied its technology to do so.

World Champ Tech LLC is represented by Laurie Hall of Synthesis Law.

Representation for Peloton in the case was not available Monday.

The case is World Champ Tech LLC v. [Peloton Interactive Inc.](#), case number [4:21-cv-03202](#), in the [U.S. District Court for the Northern District of California](#).

--Additional reporting by Bill Donahue and Britain Eakin. Editing by Steven Edelstone.

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