

The Sacramento Bee Friday, February 20, 1998

Barca Files Trademark Suit

Roseville based Barca Wines has filed a trademark infringement lawsuit in federal court against an Italian winemaker and a Michigan importer over the use of the name Leonardo Da Vinci.

Barca Wines and its parent company, Barcamerica International USA, claim the exclusive right to the name that Canitne Leonardo Da Vinci of Italy has been using for bottled wine. The wine is distributed in the United States by Tyfield Importers Inc. of Troy, Mich.

“They have been using it for the last five or six years,” said Gino Barca, Barca Wines president. “We kept warning them and we put a stop and desist order on them, but they kept using it in their advertising.”

Barca Wines is also the owner of United Vinters USA, Italian Swiss Colony and California Grape Growers USA and owns 94 international winery brands and trademarks around the world.

-Bee Business Staff