Bud Light's Spuds MacKenzie bites into legal problems

By BECKY RIDDICK

By MARK FOLK

White bull terrier logos are coming under fire as Spuds MacKenzie gets serious and attacks Capt. Salt for trademark violations.

Capt. Salt takes on nationallyknown Spuds "The Party Animal" MacKenzie in a legal battle that could mean the financial ruin of the underdog.

Capt. Salt is the logo of Miamibased Sportswear Associates Inc., a small marketer of silk-screened Tshirts and casual wear, said company president Mark Rodosevich. The logo is a picture of a white bull terrier's head with a human arm

Since being reorganized earlier this

fall, the Board of Trustees has the

potential to be much more efficient,

Robert Eubanks, board chairman,

said the only change made in the

board has been the reduction of the

number of committees from 11 to

"We were having a problem in

trying to schedule all of those com-

mittees," Eubanks said. "This is

basically an attempt at using the

trustees' time more efficiently."

several trustees said Monday.

inside a ship's wheel.

Anheuser-Busch created Spuds MacKenzie, a white bull terrier featured riding surf boards or wearing Hawaiian shirts, as part of its current Bud Light beer advertising campaign.

"Anheuser-Busch is aggressively suing any company that copies their designs exactly, and they seem to have lumped Capt. Salt in with these companies," Rodosevich said.

Anheuser-Busch has numerous lawsuits to protect its rights against the logo, said Jeff Wehling, a public relations representative for Anheuser-

Wehling said Anheuser-Busch was entitled to use the copyrighted trade-

other University administrators,

decided to reduce the number of

committees to limit the amount of

time taken up by committee reports

our meetings on Thursday mornings

and wouldn't get through until Friday

afternoons," Eubanks said. "In our

one meeting this year, we started on

a Friday morning and were done

into three committees: Academic and

Student Affairs; Budget and Finance;

Now, the committees are combined

"Last year, we would usually begin

in trustee meetings.

early in the afternoon."

Trustees reorganize to improve efficiency

Eubanks said that he, along with and Campus Development.

mark itself or any variation. This includes any use of the Spuds Mac-Kenzie character or the Bud Light logo, he said.

Anheuser-Busch has filed suit and issued a court order preventing any other company from using Spuds or the Bud Light logo, Wehling said.

"The issue here is, do they have the right to all the rights associated with a breed of dog," said Rodosevich, who has owned white bull terriers since 1984. "Why should I not be allowed to market my own dog because they're making it represent one thing?

"People say 'Hey, there's Spuds!' whenever I walk my dog," Rodose-

Although the 13-member board is

equally divided into the student

affairs and finance committees,

Eubanks said they all serve on the

"Trustees are able to specialize

more since they don't have as many

committees to serve on," Eubanks

said. "Students can also benefit from

this, since there's now one central

committee to handle their problems."

Academic and Student Affairs com-

mittee, said she thinks the reorgan-

"I feel that this makes the board

whole board will now have a better it yet."

a lot more efficient," Perry said. "The

ization will work very well.

Barbara Perry, chairman of the

Campus Development Committee.

vich said. "Can they sue me for that?" Rodosevich said he and a friend

tested the white bull terrier logo in 1985 on a line of T-shirts featuring a picture of his white bull terrier and the words Le Sabre. When he formed Sportswear Associates in 1986, he decided to use his dog as his logo because it had tested well before, he

"I guess we're just unlucky in that they (Anheuser-Busch) chose the same dog we did," Rodosevich said.

In August Anheuser-Busch sent Rodosevich a cease and desist letter that instructed him to send his entire shirt inventory to the company for immediate destruction, he said.

understanding of what's going on."

Elizabeth Dowd, chairman of the

Budget and Finance committee, said

she thinks the reorganization will

allow the trustees to get more work

"Basically, we've got some of the

same topics that were covered by the

other committees under a broader

heading," Dowd said. "We've just

eliminated some in order to do more

Earl Phillips, vice-chairman of the

"It definitely has a lot of potential,"

Phillips said. "But we really haven't

had enough time to experiment with

trustees, said that although it's too

early to tell, he is optimistic about

how the new organization will run.

is completely disrupting our business.'

"Just by their sheer size, they're

Anheuser-Busch has refused to talk

to Rodosevich's lawyers until the

court disclosure, Rodosevich said.

"Our legal expenses are going

through the roof," he said. "And this

Campus Calendar

legally intimidating me," Rodosevich

The DTH Campus Calendar appears daily. Announcements must be placed in the box outside The Daily Tar Heel office, 104 Union, by noon one day before weekend announcements by noon Wednesday. The DTH will print announcements from University-recognized campus organizations only.

10 p.m. American Red Cross

4 p.m. Christian

Hall. 8:30 p.m. Carolina Campaign for

"We still have strict standards, but

we feel there have to be educational

A second-time offender would be

The ASG recommendations also

confidentiality for all individuals

suspended for at least one semester,

steps taken first," Martin said.

according to the ASG proposal.

Policy

drug abusers.

Sportswear Associates has had to halt production of new T-shirt designs and promotional posters until the lawsuit is settled, Rodosevich

Rodosevich said that he hopes that the court ruling will be in his favor but said he fears that the legal expenses will force his company to

Dukakis will have a

Debate Party in the

Union's TV Lounge to

watch the first

nationally televised

Democratic debate.

Free refreshments will

fold before the battle is over.

be served. Items of Interest

The Murdoch/Umstead Committee of the Campus Y will collect new toys, gifts, etc. for Operation Santa Claus. They will be in the Pit and in front of the Post Office Nov. 30 - Dec. 2.

S.A.F.E. Escort is now open Sunday through Wednesday nights from 7 p.m. to midnight. Call 962-SAFE to get an escort or 967-1588 for an escort at Granville Towers.

December graduates and their families are invited to a Recognition Program to be held Saturday, Dec. 12, at 4 p.m. in Memorial Hall. A reception will follow at the Carolina Inn, at which Bill Friday will be the featured speaker.

Tuesday

will have a Bloodmobile until 3:30 p.m. in the Union.

Science Organization will meet in Union South Gallery. Phi Beta Kappa will hold Fall Initiation in the Morehead Banquet

from page 1

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ciplinary action for drug abuse and misuse, in accordance with all exist-

receiving drug counseling or rehabilitation. due process of law for all dis-

ing University policies. additional funding for expanded

education, counseling and rehabilitation programs.

The Board of Governors' drug policy committee will meet again in early December to approve the final draft of the policy. The policy will then be presented to the Board of Governors for approval at its January

Martin said, "We're hoping they're at least going to take parts of this into consideration."

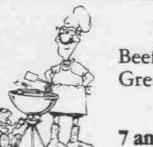


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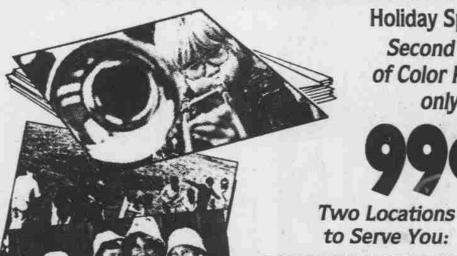
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