

Bud Light's Spuds MacKenzie bites into legal problems

By BECKY RIDDICK
Staff Writer

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

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

Capt. Salt is the logo of Miami-based Sportswear Associates Inc., a small marketer of silk-screened T-shirts and casual wear, said company president Mark Rodosevich. The logo is a picture of a white bull terrier's head with a human arm

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-Busch.

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

mark itself or any variation. This includes any use of the Spuds MacKenzie 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-

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 said.

"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.

"Just by their sheer size, they're legally intimidating me," Rodosevich said.

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 is completely disrupting our business."

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

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 fold before the battle is over.

Trustees reorganize to improve efficiency

By MARK FOLK
Staff Writer

Since being reorganized earlier this fall, the Board of Trustees has the potential to be much more efficient, several trustees said Monday.

Robert Eubanks, board chairman, said the only change made in the board has been the reduction of the number of committees from 11 to three.

"We were having a problem in trying to schedule all of those committees," Eubanks said. "This is basically an attempt at using the trustees' time more efficiently."

Eubanks said that he, along with other University administrators, decided to reduce the number of committees to limit the amount of time taken up by committee reports in trustee meetings.

"Last year, we would usually begin 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 early in the afternoon."

Now, the committees are combined into three committees: Academic and Student Affairs; Budget and Finance;

and Campus Development.

Although the 13-member board is equally divided into the student affairs and finance committees, Eubanks said they all serve on the Campus Development Committee.

"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."

Barbara Perry, chairman of the Academic and Student Affairs committee, said she thinks the reorganization will work very well.

"I feel that this makes the board a lot more efficient," Perry said. "The whole board will now have a better

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 done.

"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 work in less time."

Earl Phillips, vice-chairman of the trustees, said that although it's too early to tell, he is optimistic about how the new organization will run.

"It definitely has a lot of potential," Phillips said. "But we really haven't had enough time to experiment with it yet."

Campus Calendar

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.

Tuesday

- 10 p.m. American Red Cross will have a Bloodmobile until 3:30 p.m. in the Union.
- 4 p.m. Christian Science Organization will meet in Union South Gallery. Phi Beta Kappa will hold Fall Initiation in the Morehead Banquet Hall.
- 8:30 p.m. Carolina Campaign for

Dukakis will have a Debate Party in the Union's TV Lounge to watch the first nationally televised Democratic debate. Free refreshments will 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.

Policy

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drug abusers.

"We still have strict standards, but we feel there have to be educational steps taken first," Martin said.

A second-time offender would be suspended for at least one semester, according to the ASG proposal.

The ASG recommendations also call for:

- confidentiality for all individuals receiving drug counseling or rehabilitation.

- due process of law for all disciplinary action for drug abuse and misuse, in accordance with all exist-

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 meeting.

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



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