



The Illusion of the Composite Store

Unmasking Trademark Infringement
Behind the Coffee Counter

The Setting: A "composite store" model mixing café culture with high fashion. The operational blur between these two zones became the central legal battleground.

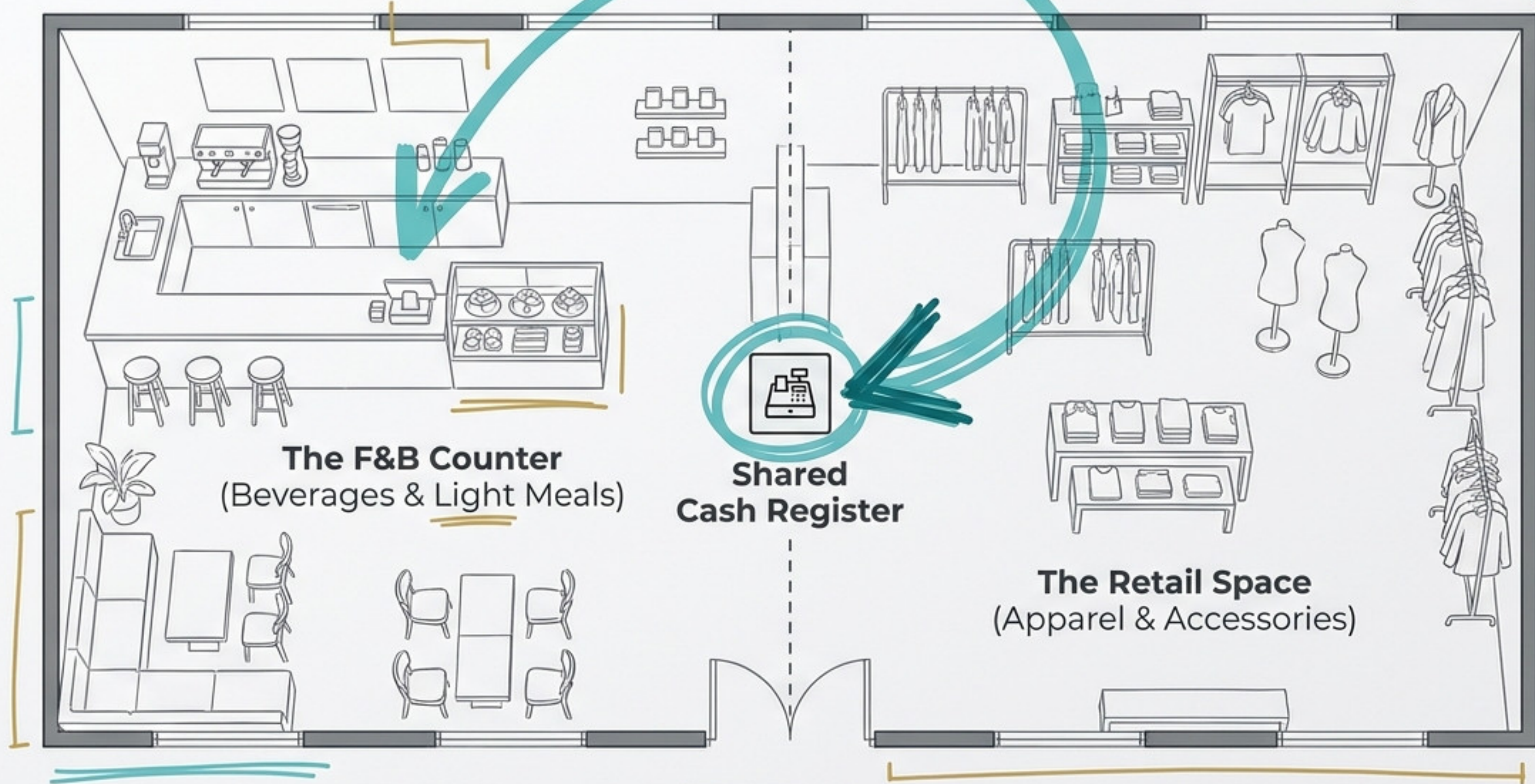


Exhibit A: Authentic Marks

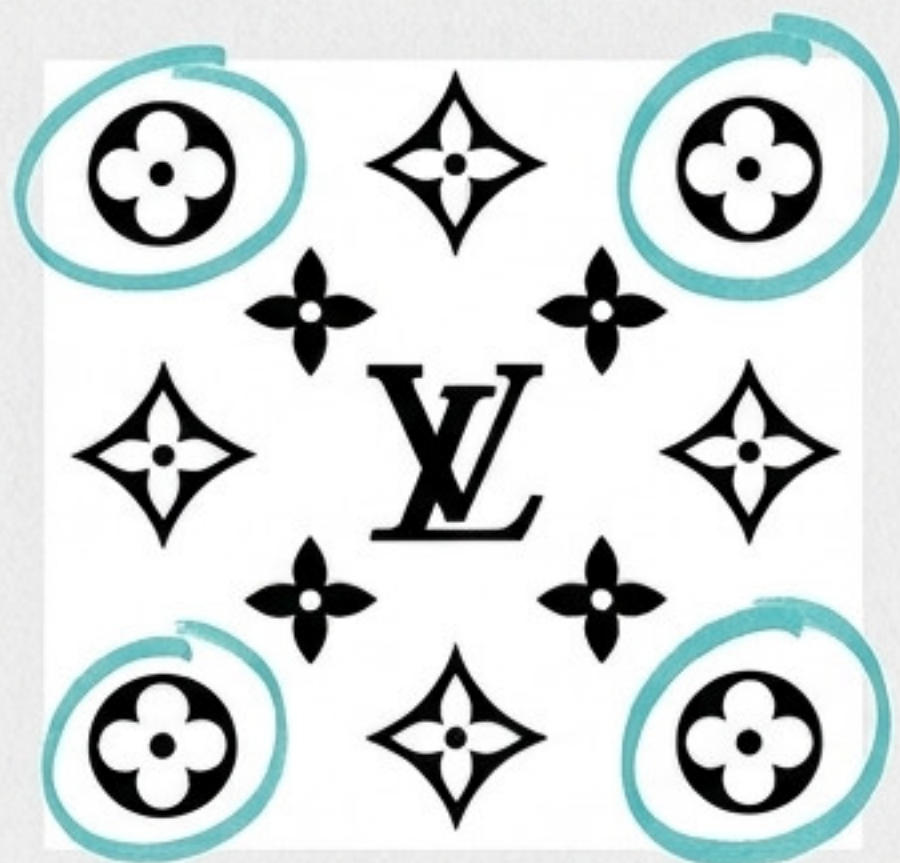


Exhibit B: Seized Goods



Visual Verdict: The spatial arrangement, floral motifs, and core brand identifiers were appropriated to create a highly similar overall impression, causing direct consumer confusion.



Original Mark

The Parody Illusion: Replacing the interlocking 'C's with brand-adjacent figures (Karl Lagerfeld) does not negate trademark infringement; it actively leverages the brand's established recognition.





The Defense: “We only sold drinks.”

- Defendants Liu & Chen claimed they were merely F&B managers, unaware of the fashion inventory.



The Court's Lens: Article 97 of the Trademark Act

- Does managing the beverage counter shield you from the liabilities of the surrounding retail space?

Shared Profit Pool:
Revenue from both
café and apparel was
merged.

Single Point of Sale:
One unified cash register
handled both lattes and
luxury-adjacent apparel.

~~IGNORANCE~~

Managerial Control:
Defendants acted as
registered store managers,
commanding oversight
of all floor staff.

**MENS REA
ESTABLISHED**

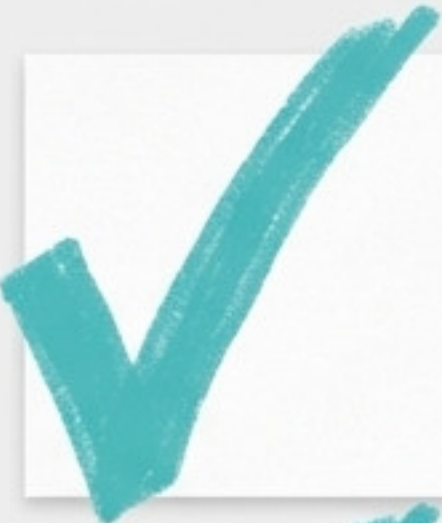
**“I heard it only violates
trademark rights if the design is
copied more than 70%.”**

— Defendant Liu (Police Interrogation Record).



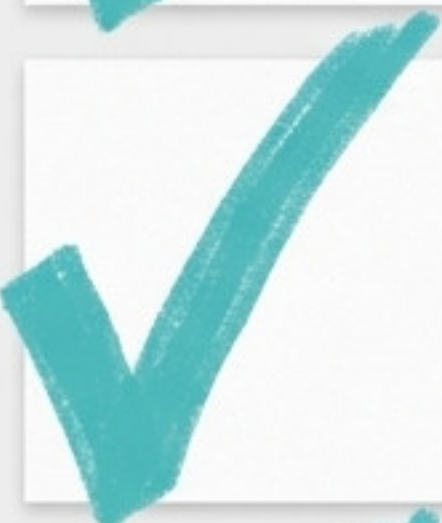
The **70% Modification Rule** is a **complete myth**. The court's actual test is “Overall Impression & Consumer Confusion.” If it evokes the original brand to sell a product, it infringes.

The Verdict & Key Implications (Taiwan IP Court)



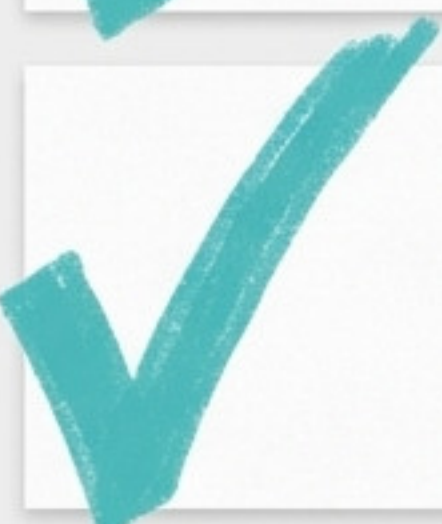
Composite Retail carries Composite Risk.

Operating a café inside a retail space does not grant immunity from the intellectual property sold within the same four walls.



Managerial Title equals Legal Duty.

Shared registers and unified staff oversight eliminate the “plausible deniability” defense for store managers.



Parody is not a shield for profit.

Altering a famous logo with character art (e.g., Karl Lagerfeld CCs) to sell merchandise is infringement, regardless of the “70% myth”.