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Disney Sued Over 'Toy Story 3' 'Lots-O'-Huggin' Bear

Posted February 11th, 2014 2:00PM by Jenni Miller

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TOY STORY 3



Animation (39)
102min.

Pixar returns to their first success with Toy Story 3. The movie begins with Andy leaving for college and donating his beloved toys -- including Woody (Tom Hanks) and Buzz (Tim Allen) -- to a daycare. While the crew meets new friends, including Ken (Michael Keaton), they soon grow to hate their new surroundings and plan an escape. The film was directed by Lee Unkrich from a script co-authored by"... [Read More](#)

Disney is being sued for a whole Lotso things over the use of the "Lots-O'-Huggin'" bear in "Toy Story 3." And it's not because Lotso was a jerk to Woody and his pals.

The creator of "Lots of Hugs" bears is suing Disney for trademark infringement, unfair competition, and more. Diece-Lisa Industries has trademarked "Lots of Hugs" and even has patented its "hugging technology," which it leased for another bear toy affiliated with Jim Henson's "Bear in the Big Blue House" TV program. (What is hugging technology? Someone call a lawyer.)

In turn, Disney's use of Lotso in "Toy Story 3" has created some hassles for DLI when it comes to licensing their own product. One such client, Interactive Group, was concerned about using the "Lots of Hugs" trademark on its bears because Disney is known to protect its intellectual property with a fierceness. Instead of worrying about a Disney lawsuit, IG skirted the issue by simply using the term "hugalots" rather than "Lots of Hugging." Not only does this mean the company suffers from visibility issues (people want their "Lots of Hugging" bears!) but Disney rakes in the bucks with movie tie-ins -- bucks that DLI could have a claim to.

According to "The Hollywood Reporter," "DLI is now suing for unfair competition and trademark infringement and demanding profits attributable to the alleged bad actions, trebled damages and an injunction on future use of the 'Lotso' character."

Personally, we should all sue because how creepy is [this purple vibrating bear?](#) Huh?

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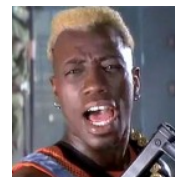
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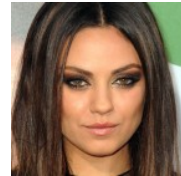
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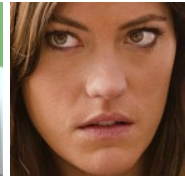
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These damned lawsuits are getting ridiculous! Why can't these ridiculous corporations just shake hands and agree to share the publicity? I know - corporations are people and people love to sue other people! LOL

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