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Advance,  
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Page 52**



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## 7-Eleven loses appeal in 10-year fight with 7 Alive

SIMPSON BAY--It appears that 7 Alive Grocery in Simpson Bay finally may be able to say that its 10-year legal battle with mega-retail chain 7-Eleven Inc. is over.

Roeland Zwanikken of law firm BSZE Attorneys at Law, who assisted 7 Alive in this case, informed this newspaper that the High Court on February 17 rejected the appeal of 7-Eleven Inc. to prevent 7 Alive Grocery from using its name and logo.

Zwanikken said the court found no reason to legally consider 7-Eleven's appeal, explaining that the High Court only rules on cases that concern the correct application of the law. He said this latest development appeared to

be the end of the line for the case, although 7-Eleven still could decide to appeal. "But I don't see how they could do that at this point," he said.

7-Eleven Inc., the world's largest retail store, appealed a ruling of the Joint Court of the Netherlands Antilles and Aruba in 2010. According to 7 Alive's holding company Laprior, the 7-Eleven logo was first published in 1946, which would mean that the copyright had expired after 50 years.

7-Eleven, countered with the argument that the company's logo had only been made public in 1968. However, Laprior submitted a book to the Court as evidence that the differences between the 1946 and 1968 logos were only minimal. This led the three Joint Court judges to follow Laprior's plea.

7-Eleven was ordered to pay the cost of the legal proceedings, es-

timated at Naf. 5,295.50 at that time and appealed the ruling at the High Court. This appeal now has been rejected.

Based in Dallas, Texas, 7-Eleven operates franchises and licenses more than 7,100 stores in the U.S. and Canada, and approximately 31,400 convenience stores in countries including Japan, South Korea, China, Mexico, Australia, Philippines, Indonesia, Norway, Sweden and Denmark.