

Drag Queen Pattie Gonia Urges Patagonia to Withdraw Lawsuit

Description

Drag queen and environmentalist Pattie Gonia has requested the outdoor apparel company Patagonia to withdraw its lawsuit alleging trademark infringement, asserting that it threatens her identity and advocacy efforts. The matter has generated considerable attention due to its implications for individual activism in the commercial space.

Patagonia initiated a federal lawsuit against Wyn Wiley, the person behind the Pattie Gonia persona, in January. The company accused Wiley of shifting from a limited use of the character for activism to establishing a broad commercial enterprise, particularly after he sought exclusive rights to the Pattie Gonia name for various products and events.

The lawsuit, filed in California's Central District Court, claims that Wiley violated an agreement made in 2022, which restricted him from selling products under the Pattie Gonia name or from using designs closely resembling Patagonia's logo.

In a detailed statement, Pattie Gonia asserted that Patagonia's actions contradict its own mission. She contended that while the company publicly claims to seek only \$1 in damages, it is attempting to erase her identity and expose her to substantial legal fees. This, she argues, represents a form of corporate bullying, jeopardising her activism and the employment of her team.

Pattie Gonia expressed her desire to resolve the dispute outside of court, indicating she had been attempting to negotiate a settlement for several months. However, she ultimately felt compelled to choose between losing her identity and fighting back.

In response, Patagonia maintained that it sought a resolution that would permit Pattie Gonia to continue her work while safeguarding its trademark. It indicated that discussions aimed at a peaceful resolution had been unsuccessful.

Trademark attorney Josh Gerben noted that the infringement began when Wiley filed the trademark application, shifting from activism to commercial branding. He emphasised that companies must actively protect their trademarks, or risk losing rights to them in the future.

Patagonia insists that its legal action does not challenge anyone's identity but is essential for its ongoing business viability. The lawsuit claims that Pattie Gonia's merchandise site uses the company's logo, leading to consumer confusion about affiliation.

Pattie Gonia denied the claims and accused Patagonia of selectively presenting evidence. She clarified that her trademark application was motivated by a prior experience where another drag performer lost similar rights.



Expressing pride in her identity as Pattie Gonia, she noted that it has enabled her to raise significant funds for environmental causes. She also highlighted the political context, suggesting that the lawsuit arrives amid heightened anti-LGBTQ+ sentiments. In an open letter addressed to Patagonia on Instagram, she called for the company to drop the lawsuit.

Vocabulary List:

1. **trademark** //ˈtreɪdmɑːrk// (noun): a name or symbol a company owns
2. **infringement** //ɪnˈfrɪndʒmənt// (noun): using something without permission from the owner
3. **persona** //pəˈsoʊnə// (noun): a public character or image someone presents
4. **negotiate** //nɪˈɡoʊʃi,et// (verb): try to reach an agreement by discussion
5. **jeopardising** //ˈdʒɛpərə,daɪzɪŋ// (verb): putting something at risk of harm or loss
6. **settlement** //ˈsetəlmənt// (noun): an agreement to end a disagreement or lawsuit

Comprehension Questions

Multiple Choice

1. What type of lawsuit did Patagonia initiate against Wyn Wiley?
Option: Trademark infringement
Option: Copyright infringement
Option: Patent infringement
Option: Defamation
2. What was Pattie Gonia's main request to Patagonia?
Option: To continue the lawsuit
Option: To withdraw the lawsuit
Option: To fight back legally
Option: To change her name
3. In what year did Patagonia accuse Wiley of violating an agreement?
Option: 2021
Option: 2022
Option: 2023
Option: 2020



4. Which court was the lawsuit filed in?

- Option: New York District Court
- Option: California's Central District Court
- Option: Texas District Court
- Option: Florida District Court

5. What does Pattie Gonia accuse Patagonia of doing?

- Option: Promoting her identity
- Option: Erasing her identity
- Option: Defending LGBTQ rights
- Option: Supporting environmental causes

6. What did Patagonia claim about its legal action?

- Option: It challenges individual identities
- Option: It is essential for business viability
- Option: It supports LGBTQ+ rights
- Option: It is just a misunderstanding

True-False

7. Wyn Wiley is the person behind the Pattie Gonia persona.

8. Pattie Gonia has agreed to a settlement with Patagonia.

9. The lawsuit filed by Patagonia seeks to challenge Wiley's identity.

10. Pattie Gonia's merchandise site allegedly uses Patagonia's logo.

11. Patagonia is known for taking a stand against environmental activism.

12. Pattie Gonia expressed the desire to resolve the matter outside of court.

Gap-Fill

13. The lawsuit was filed in California's Central District Court in _____.

14. Patagonia's legal actions are said to threaten Pattie Gonia's _____.



15. Pattie Gonia accused Patagonia of _____ presenting evidence.
16. Pattie Gonia indicated she had been negotiating a _____ for several months.
17. The trademark attorney noted that the infringement began when Wiley filed the _____ application.
18. Pattie Gonia raised significant funds for _____ causes.

Answer

Multiple Choice: 1. Trademark infringement 2. To withdraw the lawsuit 3. 2022 4. California's Central District Court 5. Erasing her identity 6. It is essential for business viability

True-False: 7. True 8. False 9. False 10. True 11. False 12. True

Gap-Fill: 13. January 14. identity 15. selectively 16. settlement 17. trademark 18. environmental

Vocabulary quizzes

Multiple Choice (Select the Correct answer for each question.)

1. What often occurs as a reaction to significant corporate decisions?
- Option: Support
 - Option: Backlash
 - Option: Indifference
 - Option: Enthusiasm
2. What financial state can a company declare when it cannot meet its debts?
- Option: Profit
 - Option: Surplus
 - Option: Bankruptcy
 - Option: Growth
3. What term is used to describe something left behind by a notable person?
- Option: Heritage
 - Option: Innovation
 - Option: Legacy
 - Option: Trend



-
4. What process might a company undertake to improve efficiency?
- Option: Rebranding
 - Option: Restructuring
 - Option: Expansion
 - Option: Liquidation
5. What is the term for violating a copyright or trademark?
- Option: Violation
 - Option: Infringement
 - Option: Exemption
 - Option: Concession
6. What adjective describes something that is decreasing in quality or quantity?
- Option: Increasing
 - Option: Stable
 - Option: Declining
 - Option: Thriving
7. What term describes an agreement reached after a dispute?
- Option: Dispute
 - Option: Settlement
 - Option: Conflict
 - Option: Controversy
8. What process is undertaken to examine facts and gather information?
- Option: Observation
 - Option: Investigation
 - Option: Analysis
 - Option: Implementation
9. What verb means to make a process easier?
- Option: Complicate
 - Option: Hinder
 - Option: Facilitate
 - Option: Obstruct
10. What term describes someone who is ready to take action?
- Option: Unprepared
 - Option: Poised
 - Option: Uncertain
 - Option: Delayed



Gap-Fill (Fill in the blanks with the correct word from the vocabulary list.)

11. He was known as a successful entrepreneur who started several companies in his _____.
12. Despite the challenges, the team's _____ for the project never waned.
13. The _____ of technology has transformed the way we communicate.
14. That restaurant is _____ known for its long wait times.
15. The company filed a lawsuit for _____ infringement against a competing brand.
16. The engine consists of many different _____ that work together.
17. They experienced a significant _____ during the project, but they persevered.
18. Many experts had _____ the impact of social media on modern marketing.
19. The company announced the _____ of its oldest branch after years of declining sales.
20. The new funding _____ the startup's ability to expand rapidly.

Matching Sentences (Match each definition to the correct word from the vocabulary list.)

21. The government invested heavily in infrastructure to support economic growth.
22. The two parties reached a settlement after extensive negotiation.
23. Investors engaged in speculative trading to maximize their returns during the market surge.
24. The flagship store in New York City showcased the latest innovations from the brand.
25. The celebrity crafted a public persona that resonated with millions of fans.
26. The resources were efficiently utilised to complete the project ahead of schedule.
27. The spacecraft's payload included scientific instruments for exploring Mars.



- | |
|--|
| 28. The sudden decision was jeopardising the future of the entire company. |
| 29. She received considerable attention for her groundbreaking research in renewable energy. |
| 30. The explosion of mobile technology has reshaped how we communicate. |

Answer

Multiple Choice: 1. Backlash 2. Bankruptcy 3. Legacy 4. Restructuring 5. Infringement 6. Declining 7. Settlement 8. Investigation 9. Facilitate 10. Poised

Gap-Fill: 11. lifetime 12. enthusiasm 13. explosion 14. notoriously 15. trademark 16. components 17. setback 18. underestimated 19. closure 20. bolstered

Matching sentence: 1. infrastructure 2. negotiation 3. speculative 4. flagship 5. persona 6. utilised 7. payload 8. jeopardising 9. considerable 10. explosion

CATEGORY

1. Business - LEVEL6

POST TAG

1. drag queen
2. ESL learning
3. esl news
4. Level 6
5. Patagonia
6. trademark infringement

Tags

1. drag queen
2. ESL learning
3. esl news
4. Level 6
5. Patagonia
6. trademark infringement

Date Created

2026/05/30

Author

aimeeyoung99