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Chick-fil-A Says 'Eat More Kale' Shirt Confuses Public

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By Alex Murashko, Christian Post Reporter
November 29, 2011 | 9:01 am

A silkscreen design artist from Vermont is being warned by national fast-food chain Chick-fil-A to stop selling his bestselling t-shirt that simply states "Eat More Kale," citing the phrase muddles the company's famous "Eat Mor Chickin" cow campaign.

Bo Muller-Moore, who is also described as a folk artist, told The Christian Post that when he came up with the phrase and began printing the individually made t-shirts in his Montpelier studio 10 years ago, he had never heard of Chick-fil-A's ad slogan.

"The closest one is 120 miles away," Muller-Moore said. "I don't know this for sure, but when I started in 2000, I'm sure Chick-fil-A had a whole lot fewer franchises and I'm sure they were much more a deep South regional thing."

Kale, a leafy vegetable known for its nutritional value, is a popular crop among farmers in Vermont. Muller-Moore's first order of the shirts was from a local farmer whose crop included kale.

"It became popular enough that I started handing out round green bumper stickers (with the phrase) as my business card," he said. He now passes out tens of thousands of the stickers, instead of business cards, in an effort to promote his t-shirt selling website, EatMoreKale.com.

A lawyer for the Atlanta-based Chick-fil-A stated in a letter that Muller-Moore's promotion of his "eat more kale message" "is likely to cause confusion of the public and dilutes the distinctiveness of Chick-fil-A's intellectual property and diminishes its value," reported The Associated Press.



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oneNonBeliever 9 Followers Mute

1:36 AM on August 09, 2012

Corporate thuggery.

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LeAnne Davis Follow Mute

2:58 PM on July 18, 2012

Where do I get an EAT MORE KALE shirt? Kale chips never last longer than a few hours when I make them - they are consumed quickly!!!

[Reply](#) [Agree\(0\)](#) [Disagree\(0\)](#) [Report abuse\(0\)](#)
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Kristen Vargason Fox Follow Mute

3:08 PM on August 22, 2012

LeAnne Davis - eatmorekale.com

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Chiron Invictus Follow Mute

12:38 PM on April 07, 2012

Coming up on Paradigms, two "David & Goliath" stories, one which worked out well and one which is in process. Vermont's own Rock Art Brewery prevailed when Hansen's Natural stopped their trademark infringement complaint over the name of a beer, The Vermonster. Matt Nadeau of Rock Art is on the show this week. Bo [...more](#)

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m_tt Follow Mute

1:59 PM on November 30, 2011

I wonder if this will get shut down or threatened?
<http://www.cafepress.com/eatmoreanythingbutchikin>

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rofaith 1 Follower Mute

1:39 PM on November 30, 2011

Chik-Fil-A -> should back off on this... Eat More Kale is much, much different than Eat Mo Chikin.... one's healthy, the other not so.. Perhaps that is what's so threatening ?

[Reply](#) [Agree\(7\)](#) [Disagree\(0\)](#) [Report abuse\(0\)](#)
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Bob Wierdsma (Moderator) 34 Followers Mute

11:40 AM on November 30, 2011

This case reminds of another case where a fellow named McDonald had a sit down restaurant named of course McDonald's Restaurant and the well know franchise challenged him on that in court. He won the case since he was using his own name, and he didn't use the golden arches so the court said there was no confusion that his establishment would in any way infringe on the famous franchise.

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Reyn Mansson Follow Mute

4:04 PM on December 01, 2011

Bob your recollection is incomplete, Norman McDonald ran a small restaurant in Philpot, Kentucky called simply "McDonald's Hamburgers; Country Drive-Inn", ". McDonald's the restaurant chain forced Norman to add the full Norman McDonald's name to its sign so customers would not be confused into thinking the restaurant was affiliated with the McDonald's restaurant chain. The restaurant is still open to this day as NORMAN McDONALD'S.

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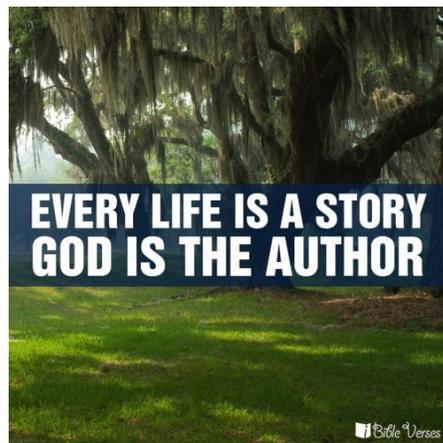
bbmatic Follow Mute

9:07 PM on November 29, 2011



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Family Sings 'Nothing But the Blood of Jesus' Together



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CF try to bully him in 2006. this is second round. the slogan EAT MORE...is such a common phrase... what a a holes.

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smithw

7 Followers

Mute

12:38 PM on November 29, 2011

This is really silly. You can't copyright the English language. And who is going to confuse kale with chicken? It diminishes Chick-Fill-A in my eyes.

Reply

Agree(8) Disagree(0) Report abuse(0)



Reyn Mansson

Follow

Mute

11:58 AM on November 29, 2011

Unfortunately the way that trademark and copyright laws work in America, diligent protection of a property is a required precedent to maintain and secure ownership of a branded phrase. You must pursue anything close or risk losing your control. That said, Chick-fil-A's claims are exaggerated. The fact that EAT MORE ...more

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Agree(4) Disagree(1) Report abuse(0)



Loura Lawrence (Moderator)

6 Followers

Mute

11:54 AM on November 29, 2011

I love Chick-fil-A. I hope they let this go. Not worth it.

Reply

Agree(5) Disagree(2) Report abuse(0)



Dan DeMura

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Mute

9:09 AM on November 29, 2011

And Chick-fil-A prides itself on being a Christian owned business... what an awesome witness.

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