

Company Sues Over Cat Mints Plan

Lawsuit claims Altoids maker has issued threats.

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A northern California-based company is suing the Altoids mints maker for allegedly trying to thwart a plan to market Cattoids and Dogtoids mints for pets.

Munchkin Inc., filed suit in Los Angeles Federal Court Oct. 4, stating claims by Altoids maker Wm. Wrigley Jr. Co., that Cattoids and Dogtoids products would create market confusion are false.

The Peoria, Illinois-based Wrigley alleges that market confusion caused by Dogtoids and Cattoids parody products would infringe on Wrigley's Altoids trademarks, according to Munchkin's lawsuit.

North Hills, California-based Munchkin operates Bamboo Pet Center, which sells pet beds, leashes and toys. The company has filed for trademarks on the names Cattoids, Dogtoids and "ferociously strong," a parody of Altoids' "curiously strong" slogan.

Through a spokesman, Wrigley declined to speak about the case, saying it doesn't comment on pending litigation.