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Subject: Re: LMAO!!!

Posted by [warranto](#) on Tue, 24 Jun 2008 21:33:51 GMT

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Quote:For its part, Mars says the ad campaign was a parody and is protected by the First Amendment

Well, this move by Mars pretty much admits that the cowboy was the inspiration for the ad campaign.

Which means that, although a bit ridiculous in my view, it is still a valid lawsuit. He has a long way to go to prove any sort of damages or criminal acts, but it is a valid claim to make.

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