

Chanel files Internet trademark lawsuit in Vegas

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(AP) -- Chanel Inc. has filed a sweeping cyberpiracy and trademark infringement lawsuit in Las Vegas against 399 websites it accuses of selling counterfeit items bearing the luxury retailer's trademark.

The [civil lawsuit](#) filed Tuesday in U.S. District Court in Nevada seeks unspecified damages from unnamed operators of websites that the New York-based company says operate from China, the Bahamas or other overseas jurisdictions with lax trademark enforcement systems.

The lawsuit was first reported in the Las Vegas Sun.

The 32-page complaint seeks an injunction barring the defendants from selling [counterfeit goods](#) including handbags, wallets, shoes, boots, sunglasses, scarves, tee shirts, watches and jewelry bearing the Chanel name.

The company says offending websites use keyword optimization methods to show up atop [Google](#) and Yahoo search engine lists.

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