

I haz wins: Grumpy Cat in \$710,000 court payout

LOS ANGELES, USA: It won't put a smile on her notoriously pouty face but Grumpy Cat, the feline who became an internet meme and a hugely lucrative brand, has just won \$710,000 in court.



Source: [Know Your Meme - Grumpy Cat](#)

The famously moody-looking moggy was at the centre of a copyright infringement case in a California federal court which culminated with the jury ruling in favour of her human pet Tabatha Bundesen.

The dispute was sparked by a deal signed between Granade Beverage and Bundesen over the use of Grumpy Cat (real name Tardar Sauce) in a line of iced coffee drinks.

The five-year-old web sensation featured in a range of Granade's drinks - dubbed "Grumpiccionos".

But Bundesen's company Grumpy Cat Ltd argued that the drinks firm had gone beyond their contract by using the cat's face on a host of unauthorized products including ground coffee.

A court document obtained by *AFP* Wednesday showed the jury sided with Bundesen, awarding her \$710,001.

"We asked the jury what they thought was right and they came to the right conclusion," Grumpy Cat's lawyer David Jonelis, told *AFP*, adding he believed it was the first time an internet meme had won a victory in court.

Grumpy Cat inadvertently went global in 2012 when Bundesen's brother posted a picture on Reddit of the moggy sporting its now ubiquitous angry-looking face - caused by a pronounced underbite.

She quickly went viral, spawning reams of "lolcat" memes.

Internet fame soon turned into hard cash as Grumpy Cat became a celebrity in her own right, making cameos in films and TV shows, appearing at Comicon and red carpet premiers and featuring in a host of lucrative merchandise deals.

Source: AFP

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