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## Brief: DiMaggio company sues for illegal use of name

FORT LAUDERDALE, Fla. - The company owned by Joe DiMaggio's heirs sued a Texas-based ring company Wednesday, claiming it made a Joe DiMaggio commemorative ring without getting permission to use his name.

Austin-based Balfour Ring Co. designed and produced a ring that claimed to be an officially licensed Joe DiMaggio product and bore a facsimile of his signature, according to Jon Rosenthal, attorney for DiMaggio LLC. The ring was advertised for sale on e-Bay in January for \$499, Rosenthal said.

"They have taken something of value, they have represented that its something that is an officially licensed product when in fact its not," Rosenthal said.

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