Trademark lawsuit over name ‘Apple Hill’

By Sam Stanton, Sacramento Bee

Apple Hill has been an autumn destination for decades for Northern California families in search of fresh fruits, Halloween pumpkins, Christmas trees and wine tasting.

Now, it is at the center of a legal fight over who can use the name “Apple Hill” to hawk their farm goods.

The dispute is between the Apple Hill Growers Association, which adopted the name “Apple Hill” in 1964, and the family that runs Boa Vista Orchards, one of the largest farm stand operations in the area just east of Placerville along Highway 50.

Read the whole story