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Who Owns a Meme? Doge Sues Rival Over Cocoro Token

In "Who Owns a Meme? Doge Sues Rival Over Cocoro Token" (The New Jersey Law Journal January 7, 2026), Felicello Law managing partner Rosanne Felicello was quoted on a federal lawsuit examining whether exclusive intellectual property rights can be enforced over a viral meme used to launch a cryptocurrency token. The publication notes that the case highlights how meme coins, which often trade on viral imagery and online communities, have increasingly become the subject of trademark and copyright litigation as their financial stakes have risen.

According to Rosanne, who is not involved in the matter, "The complaint highlights an important issue. Intellectual property rights are real rights and you can't just co-opt a meme that you see on social media for your own purpose. The copyright image of Cocoro belongs to the person who took the photo and whoever she licensed it to."

To read the full article, click [here](#). Subscription may be required.