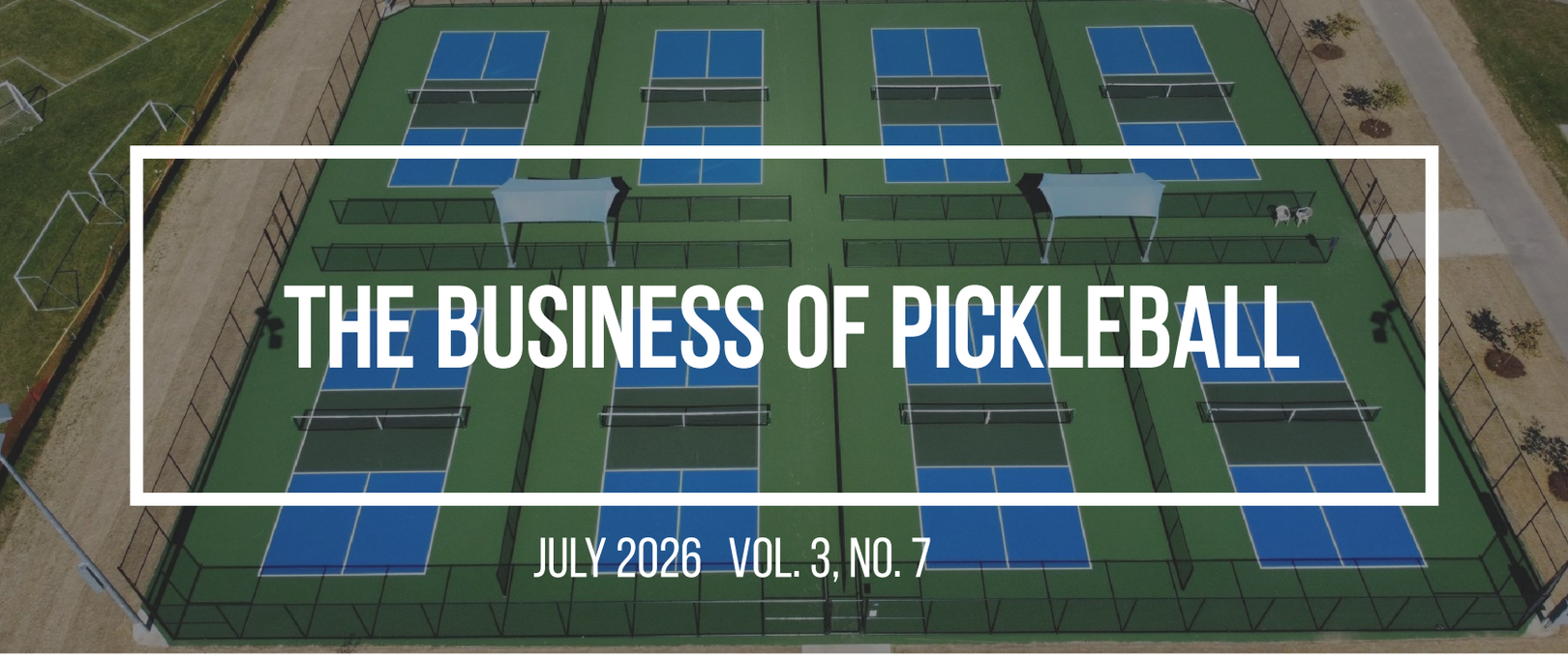


THE BUSINESS OF PICKLEBALL

JULY 2026 VOL. 3, NO. 7

ISSUE OVERVIEW

Welcome to the July 2026 issue of *The Business of Pickleball*.

In this issue we lean heavily into two topics:

- Interesting new lawsuits
- The ultimate guide to pickleball trademarks

On the legal front, one of the lawsuits has two names from pickleball's past - Erne Perry and Tim "Nasty" Nelson involved in a suit against multiple pickleball entities.

The second lawsuit involves current pro player Kaitlyn Christian suing her former paddle sponsor, Proton. Click through to the complaint in the article to see what the suit is all about, what an endorsement contract looks like for a pro player, and a sense of what can be earned through a paddle endorsement.

Plus, all of our regular features.

Cheers,

David

IN THIS ISSUE

1. Issue Overview
2. Benchmarks
3. Events
4. Trademarks
5. Amazon Top Products
6. International, Dinks
7. Partnerships, People, Jobs
8. Spin Test, Facilities
9. Trademarks and Trademark Data
14. Legal Updates
15. The Perry Lawsuit
17. The Christian Lawsuit
18. Document Library

Thanks for subscribing. We hope you value our content as much as we do. We secure a registered copyright for each issue of the newsletter to protect our intellectual property rights.

Individual subscriptions are licensed to one individual and should not be shared, copied or forwarded to any other individual(s).

Corporate subscriptions may be forwarded to other employees within the company that subscribed. The newsletter is licensed to be shared only with W2 employees.

Contact us for permission to use content on the web.

Published by:
Pickleball Consulting Group
www.pickleballconsultinggroup.com

david@pickleballconsultinggroup.com

Pickleball Business Dashboard

Pickleball Trademarks

	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June
Registered	485	495	512	529	544	555	568	575	591	617
Pending with Pickleball in term	449	438	428	417	409	404	400	406	409	406
Pending with term or in description	967	940	917	705	870	834	828	836	812	807

source: USPTO, PCG analysis

Pickleball Courts - Indoor and Outdoor

	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June
Indoor	26,507	26,844	27,231	28,130	28,447	28,744	28,654	28,766	29,064	29,482
Outdoor	52,217	52,805	53,686	54,483	54,977	55,306	55,288	55,748	56,279	57,036
Total Courts	78,724	79,649	80,917	82,613	83,424	84,050	83,942	84,514	85,343	86,518

source: Pickleheads

Franchise Tracking - Open Facilities *(Open locations / courts at month end)*

	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June
Ace Pickleball	21/270	21/270	21/270	21/270	22/281	24/305	27/344	27/344	29/353
Dill Dinkers	21/209	21/209	24/233	26/252	26/252	27/262	27/262	31/290	34/321
Pickleball Kingdom	16/209	16/209	23/296	23/296	26/335	27/346	32/408	32/408	34/422
The Picklr	54/519	56/536	59/568	60/580	62/599	66/635	68/652	75/719	75/719
PickleRage	4/40	4/40	5/53	5/53	6/71	8/97	8/97	8/97	11/130
PicklePlex	8/67	8/67	9/74	10/77	12/98	12/98	13/106	13/106	13/106

source: company web site

Note: Ace Pickleball Club has stopped accepting new franchisees during 2026.

Events

Events that have a pickleball business focus or audience attractive to pickleball companies.

Event	Dates/Location	What
World Pickleball Conference	July 16-18, 2026 Las Vegas	Pickleball Conference
Picklecon	July 24-26, 2026 Kansas City	Tournaments, pros, gear, clinics, exhibits and community
Mid-Atlantic Pickleball Expo	August 22, 2026 Richmond VA	B2C expo with over 100 vendors
World Pickleball Convention	October 16-18, 2026 Palm Beach, FL	Over 200 exhibitors, 8,000 attendees
Racquet Trend Expo	Cancelled Milan Italy	The largest European event focused on racquet sports
ISPO	Nov. 3-5, 2026 Amsterdam	Large, multi-sport expo in Europe
IAPPF Conference & Expo	November 17-19 Orlando, FL	Conference and trade show focused on pickleball and padel facilities
AB Show	November 17-19 Orlando, FL	Athletic Business show
PGA Show	January 26-29, 2027 Orlando, FL	Trade-only show for golf, with a section focused on racquet sports.
RacquetsUp Expo	February 19-21, 2027 Toronto Canada	Billed as the Global Racquet Sports Industry Summit.
World Pickleball Convention	March, 2027 Chicago	Convention & Expo
RacquetX	April 9-11, 2027	Racquet sports expo
World Pickleball Expo East	June 17-19, 2027 London UK	Europe's first pickleball expo
Major Tournaments		
Pickleball World Cup	Aug. 30 - Sept. 6 Da Nang Vietnam	Consistently rated as one of the best international tournaments.
USA Pickleball National Championships	Oct. 31 - Nov 8, 2026 San Diego	National Championship
2026 Pickleball World Championships	November 2-8, 2026 Farmers Branch, TX	PPA World Championships
2027 US Open Pickleball Championships	April 17-24, 2027 Naples, FL	Largest amateur tournament
PPA Finals	May 10-16, 2027 San Clemente, CA	PPA final tournament

You can find the most comprehensive calendar of pickleball tournaments and events here, maintained by Todd Boss of *Forbes* Magazine.

Trademarks

Trademarks

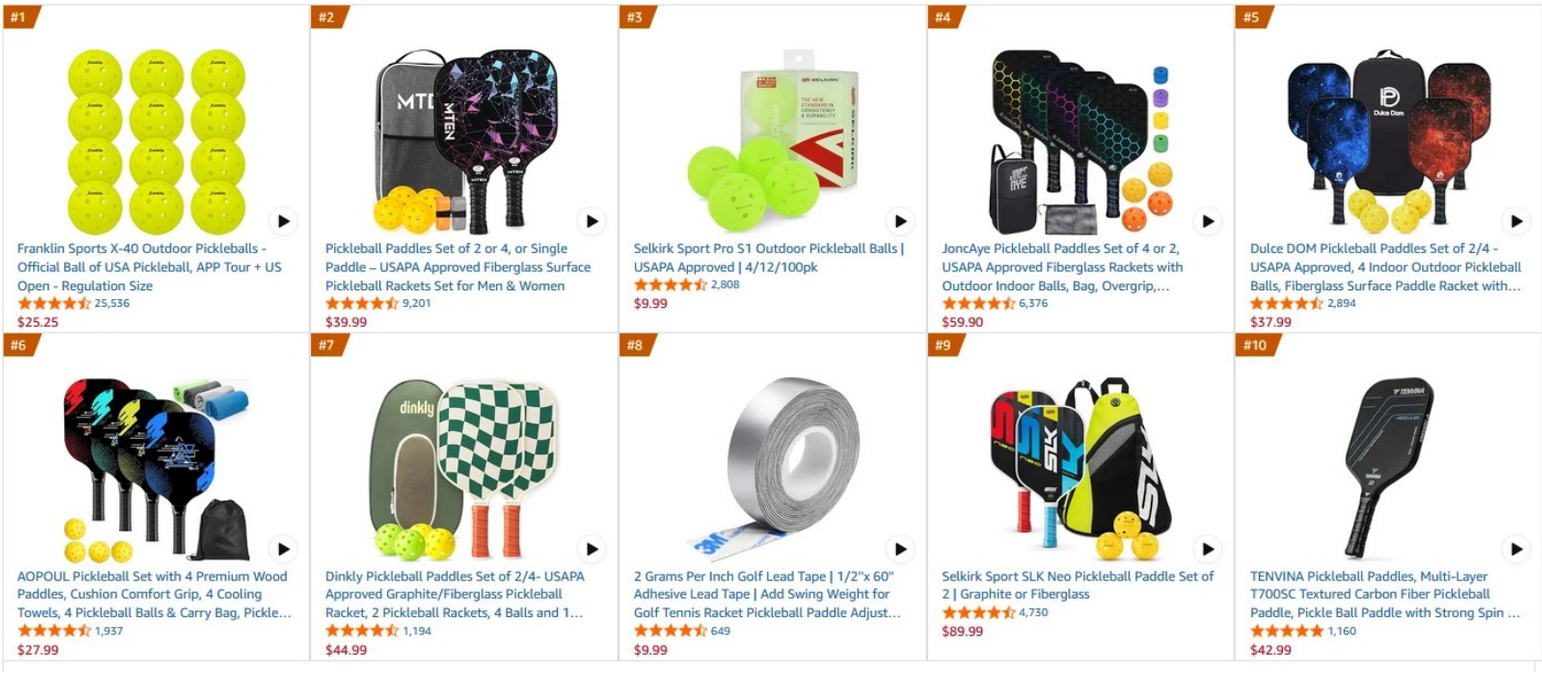
Trademark protection is an important component of protecting your company's intellectual property. While we are not trademark experts, we have navigated the US Patent and Trademark database to highlight trademarks with the word pickleball in the term:

Trademark *applications* in June 2026 with pickleball in term		
CHANGING THE FACE OF PICKLEBALL	IC 009: Eye shields for athletic use	Katman & Bamps Ventures Inc
CREATOR PICKLEBALL TOUR	IC 041: Organizing, conducting and operating paddle ball tournaments	Sabio Inc.
GOSPORTS PICKLEBALL	IC 028: Equipment sold as a unit for indoor and outdoor sports	P&P Imports LLC
HONOLULU PICKLEBALL COMPANY	IC 028: Paddles for playing a paddleball-style sport	DBA HONOLULU PICKLEBALL COMPANY
INSTAPICKLEBALL	IC 009: Downloadable software in the nature of a mobile application for enabling users to locate pickleball courts	InstaSportsInfo, Inc.
NASTY NELSON PICKLEBALL COURTS	IC 041: Providing sports facilities for pickleball	Nasty Nelson Holdings, LLC
PICKLEBALL DRAW	IC 028: Card games; Educational card games.	HICKORYVILLE LLC
PICKLEBALL FOR PARKINSON'S	IC 035: Charitable services, namely, coordination of the procurement and distribution of in-kind donations of services	Pickleball for Parkinsons, Inc.
SMASH PICKLEBALL	IC 037: Customizing sports equipment	Doug Hipps
SMASHERS PICKLEBALL+BAR+GRILL	IC 043: Restaurant and bar services	Smashers Pickleball+Bar+Grill
THE PICKLEBALL REALTOR	IC 036: Real estate agency services.	Geary Group LLC
TOMBSTONE PICKLEBALL CO.	IC 025: Graphic T-shirts.	Tombstone Pickleball Co.
UNITED STATES BEACH PICKLEBALL ASSOCIATION	IC 035: Association services	Veruba, LLC

Trademarks *granted* in June 2026 with pickleball in term		
EPIC PICKLEBALL TOUR	IC 041: provision of information in the field of leisure activities	Epic Pickleball Tour
EST. 2025 EPIC PICKLEBALL TOUR	IC 041: provision of information in the field of leisure activities	Epic Pickleball Tour
JOY OF PICKLEBALL	IC 041: Instruction in the nature of lessons in court-type sports game	Joy of Sport, LLC
NATIONAL WOMEN'S PICKLEBALL FOUNDATION	IC 036: Charitable fundraising services	National Women's Pickleball Association LLC
ONE LOVE PICKLEBALL	IC 025: Apparel	Roma Family Office LLC
SLICE PICKLEBALL	IC 025: Hats; Hoodies; Shirts; Shorts; Sweaters; Athletic apparel	Gilpin, LLC
THE DRINK OF PICKLEBALL	IC 033: Spirits.	WeDiscover, Inc.
THE SPIRIT OF PICKLEBALL	IC 033: Spirits.	WeDiscover, Inc.

Amazon Top Products

Top-selling pickleball products from Amazon for the month of June..



Ten top-selling pickleball products over the last 6 months. New products in top 10 highlighted.

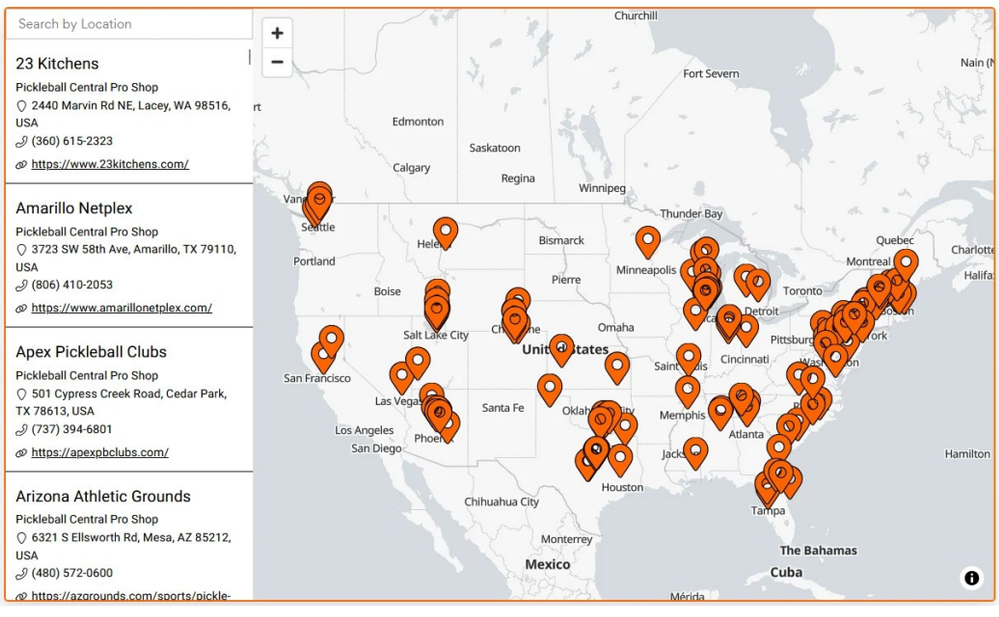
	January	February	March	April	May	June
1	Franklin X-40 balls	Franklin X-40 balls	Franklin X-40 balls	Franklin X-40 balls	Franklin X-40 balls	Franklin X-40 balls
2	Selkirk Pro S1 balls	MTEN set	MTEN set	MTEN set	MTEN set	MTEN set
3	MTEN set	Selkirk Pro S1 balls	Selkirk Pro S1 balls	Selkirk Pro S1 balls	JoncAye set	Selkirk Pro S1 balls
4	Onix Recruit indoor ball	JoncAye set	Dulce DOM set	JoncAye set	Selkirk Pro S1 balls	JoncAye set
5	CRBN Drytec Overgrips	Selkirk Sport SLK Neo set	CRBN Drytec Overgrips	AOPOUL Pickleball Set	Niupipo Paddle Set	Dulce DOM set
6	Selkirk Sport SLK Neo set	CRBN Drytec Overgrips	JoncAye set	Dulce DOM set	Dulce DOM set	AOPOUL Pickleball Set
7	Tenvina Pickleball Paddles	AOPOUL set	Selkirk Helix Pro Pickleball Paddle	cyclotron 6-pack Premium Pickleballs	AOPOUL Pickleball Set	Dinkly Pickleball Paddles Set
8	JoncAye set	Onix Recruit indoor ball	Joola Paddle set	Selkirk Sport SLK Neo set	cyclotron 6-pack Premium Pickleballs	Golf Lead Tape
9	Hesacore Pickleball Paddle Grip	Selkirk Helix Pro Pickleball Paddle	Selkirk Sport SLK Neo set	CRBN Drytec Overgrips	Selkirk Sport SLK Neo set	Selkirk Sport SLK Neo set
10	Selkirk Helix Pro Pickleball Paddle	Dinkly Pickleball Paddles Set	Dinkly Pickleball Paddles Set	Niupipo Paddle Set	Dinkly Pickleball Paddles Set	Tenvina Pickleball Paddles

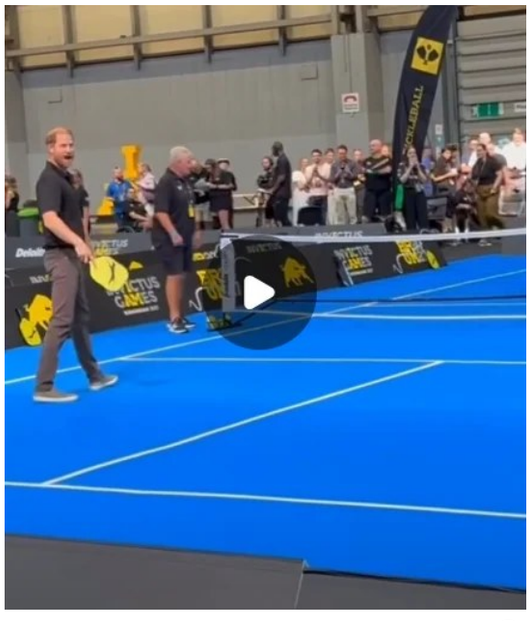
International

- Japan Pickleball Federation gains official recognition from National Sports Authority (JSPO).
- APP Asia Tour has been dual-sanctioned by the Asian Pickleball Association (APA) and the Asia Federation of Pickleball (AFP).
- The APP announced a strategic partnership with the European Pickleball Federation.
- The APP also announced a partnership with Pickleball England.
- Tito Machado, CEO of DUPR projects that Asia is going to be a 4x bigger market for pickleball then the US.
- The ISPO show in Amsterdam is recommitting to a pickleball and padel presence.

Dinks, Shorts

- The Franklin US Open Pickleball Championships was voted the No. 1 pickleball tournament for fans by USA Today readers.
- DUPR has acquired DUPR Coach.
- Paddletek has acquired paddle maker PIKKL and signed JW, Jorga and Julie Johnson as well as Tyra Black as pros.
- Professional pickleball player Rachel Rohrabacher was struck mid-match when a large, 30-foot LED baseline scoreboard tipped over and fell on her leg. The incident occurred at Major League Pickleball (MLP) New York at SPORTIME Randall's Island on June 25, 2026 The MLP event at the Beer City Open featured four new teams: The Collegiate All-Stars, Team Europe, Team Australia, and Team Canada. All four teams failed to advance out of their first match.
- The Creator Pickleball Tour will feature a 16-player pickleball tournament at VidCon - the industry's most famous annual gathering.
- James Ignatowich, CEO of RPM reports they have sold 50,000+ paddles.
- Silly Sports reports being on pace for a $10M revenue run rate by the end of this year.
- Six Zero has a transparency page on their web site identifying their patents and trademarks, as well as the affiliate commissions they pay to various constituencies.
- The Royal Pickleball - Prince Harry plays pickleball in promotion of Invictus Games, where pickleball will be one of 12 adaptive sports played in Birmingham, UK in 2027. Click below.
- PickleballCentral has an interactive map (below) of the U.S. showing where customers can visit a physical store or pro-shop to buy equipment. Included are many of the pro shops at Dill Dinker or The Picklr locations.
- Dunlop (tires, tennis) introduces pickleball paddles.





Partnerships & Sponsorships

- The Hitch App partners with DinkMate AI to provide video analysis of uploaded player video.
- Pickletile is now the official glass court enclosure of the Racquet Sports Professionals Association.
- Franklin is now the official ball of the Pickleball World Cup.
- Kellogg's Raisin Bran partnered with the New Jersey Fives for a one-weekend transformation into The Fibes.
- USA Pickleball named Oceanview Life and Annuity the new title sponsor of its premier event, now officially the 2026 Oceanview USA Pickleball National Championships, running October 31–November 8 at Barnes Tennis Center in San Diego.

People

- Katie Nimitz joins DUPR as Executive Vice President to lead coaching strategy and development.
- Mike Knowles becomes Fractional Chief Marketing Officer for Volleybird Athletic Lifestyles.
- Pickleball Canada added/reupped the following Board of Director members:
  - Veronique Giry
  - Gina Iandiorio
  - Ronald Marion
  - Wendy Pattenden

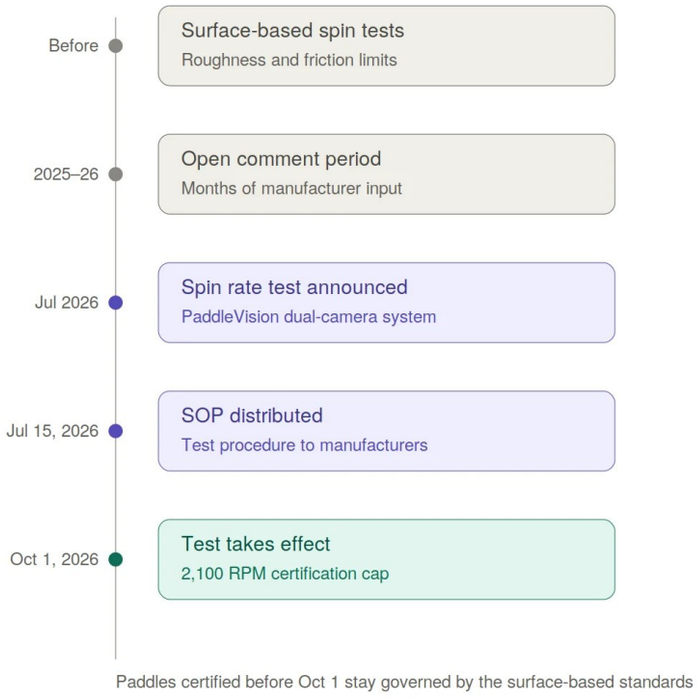
Job Openings

Position	Company	
Senior Operations Manager	Joola	
Senior Director, Central Events	PPA Tour	
Email Marketing Coordinator	Selkirk Sport	
Materials and Performance Engineer	Franklin Sports	
Global Marketing Director	HEAD Pickleball & Penn	

USAP Releases New Spin Test for Paddles

USA Pickleball's new Spin Rate Test, announced this month, marks a fundamental shift in how spin is regulated: rather than measuring a paddle's surface grit through the existing Surface Roughness and Coefficient of Friction tests, the new procedure measures actual ball rotation — RPM — using a dual-camera system called PaddleVision, developed by Sweden-based Image Systems, which pairs high-speed imaging with motion analysis algorithms for precise, repeatable measurements. The official threshold is 2,100 RPM. USAP's VP of Equipment Compliance, Riley Burgess, framed it as a new era in paddle certification built on an objective, repeatable process designed for long-term sustainability.

The rollout follows a months-long open comment period with manufacturers and will be reflected in the Equipment Standards Manual going forward, with the Spin Rate SOP distributed to manufacturers on July 15. The test takes effect October 1, 2026: paddles certified after that date must pass under 2,100 RPM and will appear on the approval list no earlier than October 1, while paddles passing the current surface tests can still be added to the list until then — and all certified paddles remain compliant to the standards of the period in which they were certified.

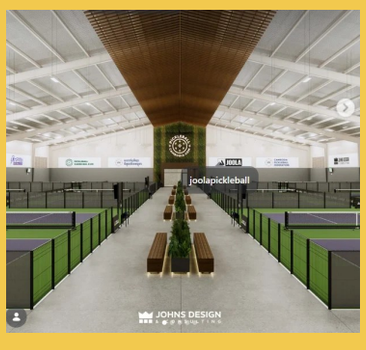


Facilities

New, unique facilities development throughout the world:

Cambodia Pickleball Federation coming soon

Phnom Penh Cambodia
14 courts
full gym
restaurant and bar



Ascaro Padel & Pickle Social Club

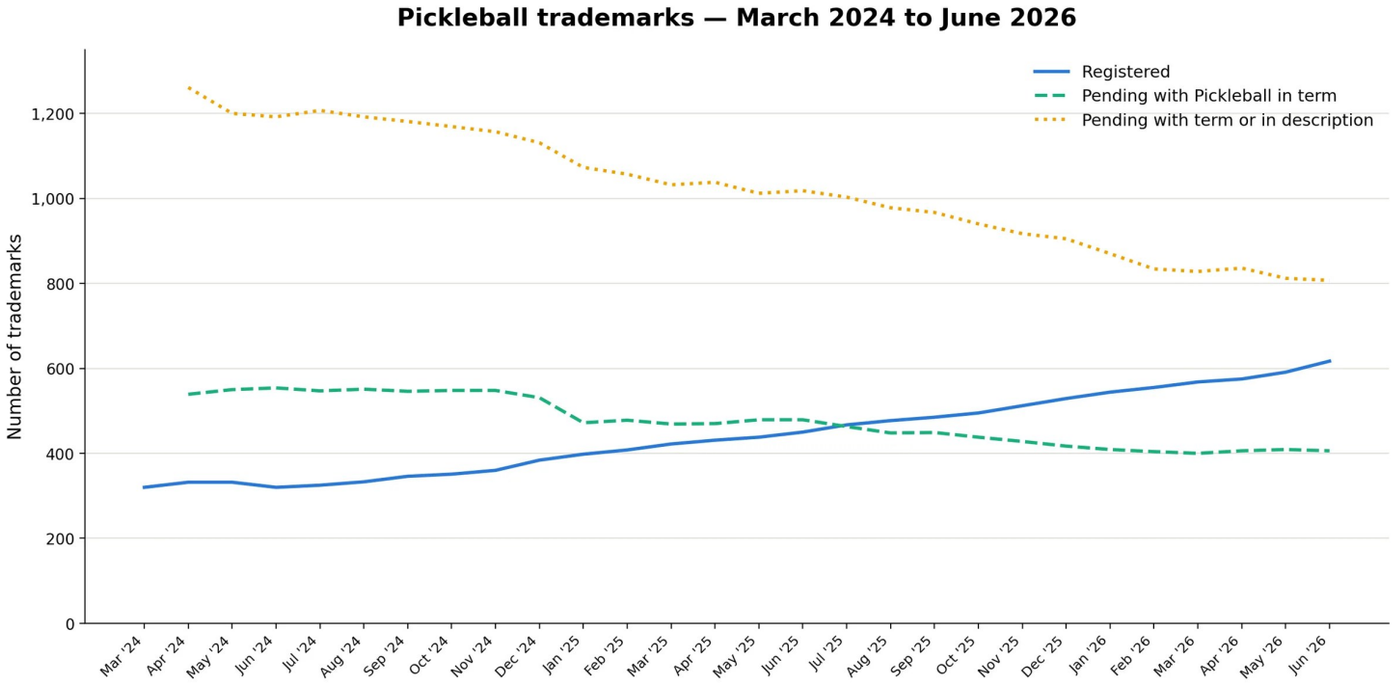
Phnom Penh Cambodia
4 pickleball courts
4 padel courts
restaurant and bar

Mega Courts

Calgary Canada
17 pickleball expanding to 21
2 tennis expanding to 8

Trademarks

Trademark registrations can act as a proxy for growth in a market. In the pickleball market we can see declines in the pending applications for trademarks with the term "pickleball" in the mark (dotted green line) as well as applications with the term "pickleball" anywhere in the application (dotted yellow line). The number of registered trademarks continues to increase over time (blue line)

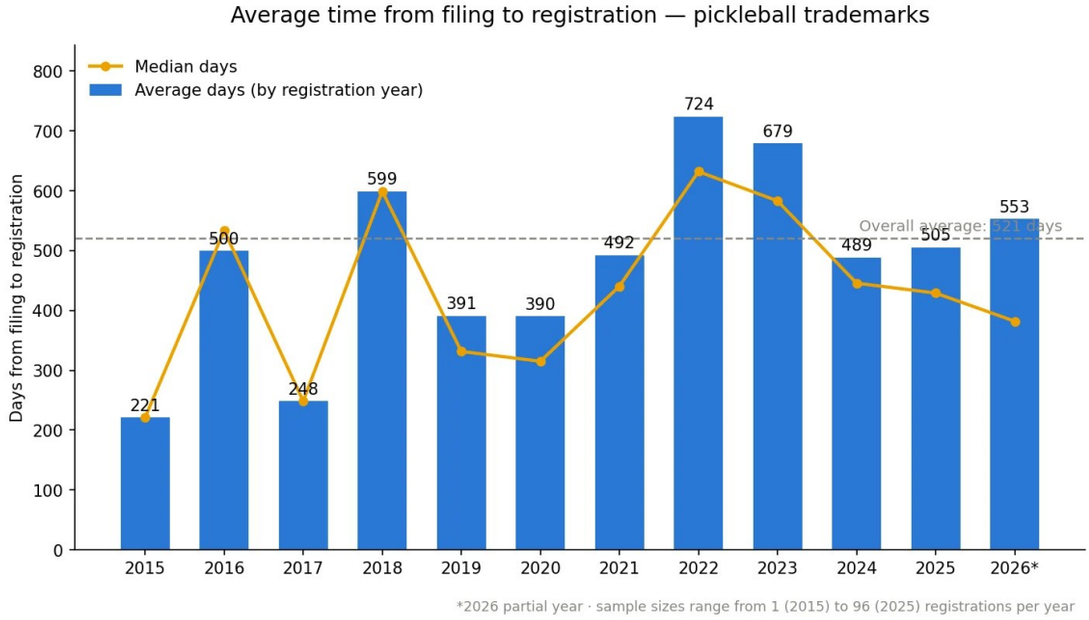


Pickleball trademarks — March 2024 to June 2026

	Mar '24	Apr '24	May '24	Jun '24	Jul '24	Aug '24	Sep '24	Oct '24	Nov '24	Dec '24	Jan '25	Feb '25	Mar '25	Apr '25
Registered	320	332	332	320	325	333	346	351	360	384	398	408	422	431
Pending with Pickleball in term	—	539	550	554	547	551	546	548	548	531	472	478	469	470
Pending with term or in description	—	1,261	1,200	1,192	1,207	1,192	1,181	1,169	1,157	1,131	1,073	1,057	1,032	1,038

	May '25	Jun '25	Jul '25	Aug '25	Sep '25	Oct '25	Nov '25	Dec '25	Jan '26	Feb '26	Mar '26	Apr '26	May '26	Jun '26
Registered	438	450	467	477	485	495	512	529	544	555	568	575	591	617
Pending with Pickleball in term	479	479	463	448	449	438	428	417	409	404	400	406	409	406
Pending with term or in description	1,012	1,018	1,003	978	967	940	917	905	870	834	828	836	812	807

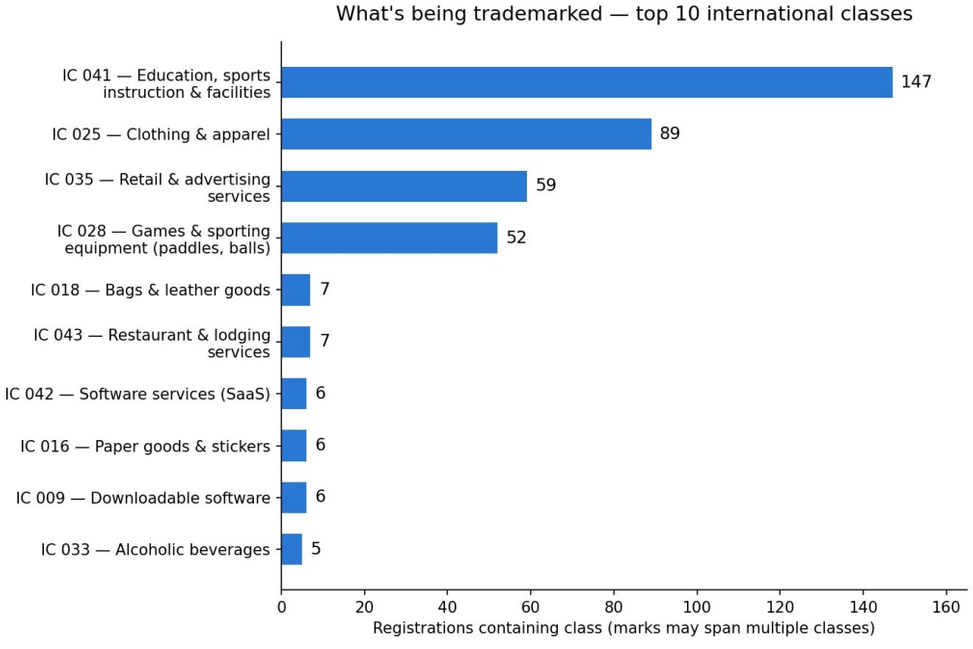
If you file a pickleball-related trademark it will likely take over 500 days to be registered, if its not challenged or thrown out.

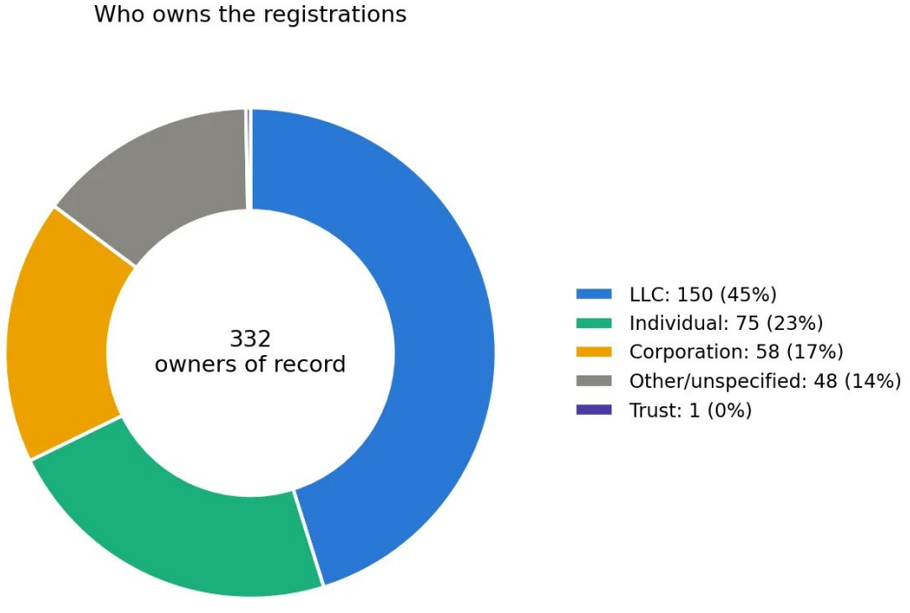


*2026 partial year · sample sizes range from 1 (2015) to 96 (2025) registrations per year

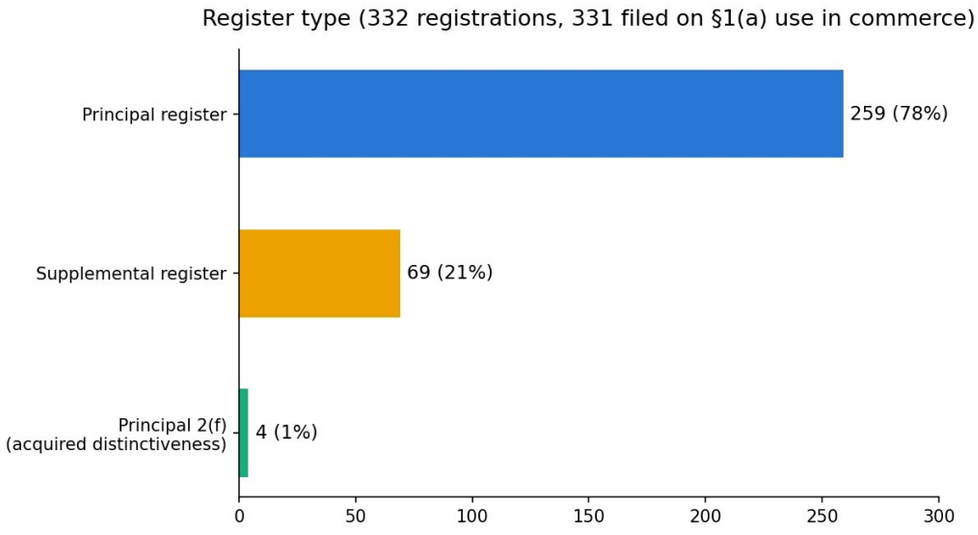
Trademarks

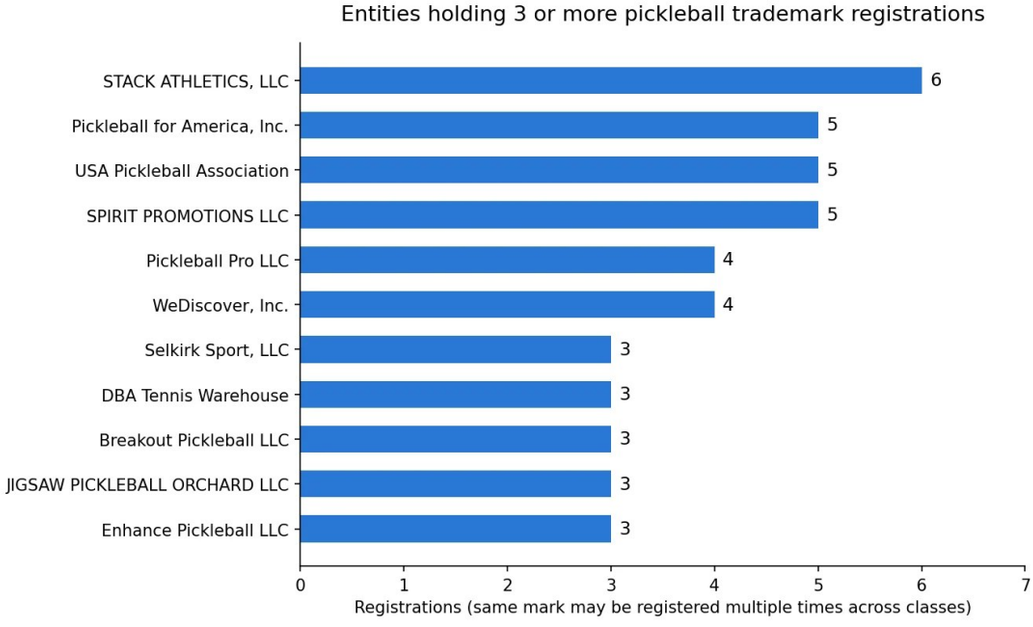
Pickleball trademark registrations by year
Registrations
100
80
60
40
20
0
1
4
2
2
10
19
20
14
32
82
96
49
2015
2016
2017
2018
2019
2020
2021
2022
2023
2024
2025
2026*
*2026 partial year (through early July) · one 1974 outlier not shown

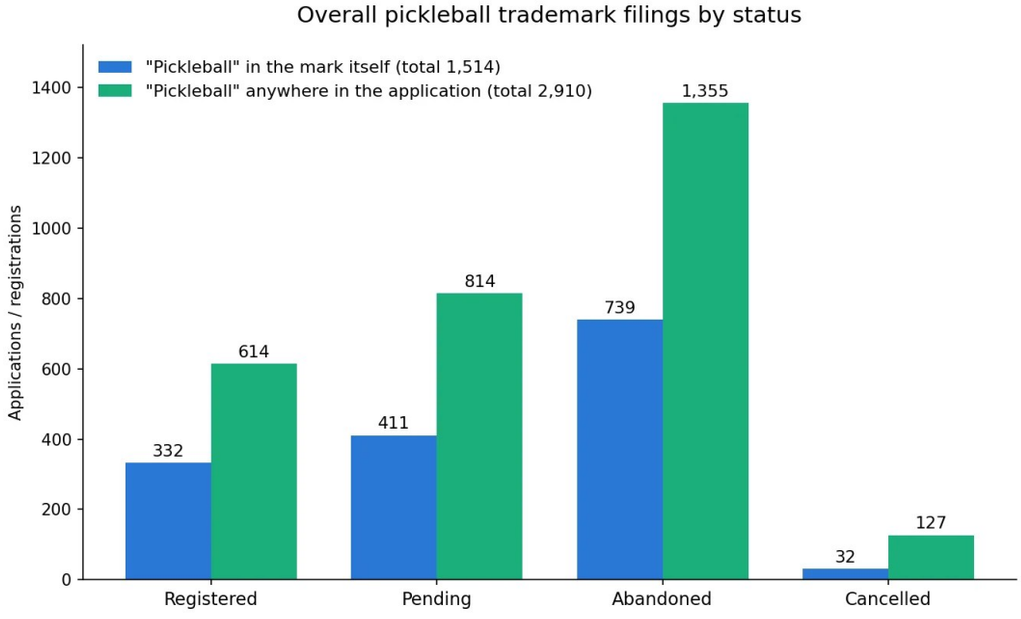

What's being trademarked — top 10 international classes
IC 041 — Education, sports instruction & facilities
147
IC 025 — Clothing & apparel
89
IC 035 — Retail & advertising services
59
IC 028 — Games & sporting equipment (paddles, balls)
52
IC 018 — Bags & leather goods
7
IC 043 — Restaurant & lodging services
7
IC 042 — Software services (SaaS)
6
IC 016 — Paper goods & stickers
6
IC 009 — Downloadable software
6
IC 033 — Alcoholic beverages
5
0
20
40
60
80
100
120
140
160
Registrations containing class (marks may span multiple classes)


Who owns the registrations
332
owners of record
LLC: 150 (45%)
Individual: 75 (23%)
Corporation: 58 (17%)
Other/unspecified: 48 (14%)
Trust: 1 (0%)

Trademarks







On the two following pages are pickleball trademarks that have attracted challenges and gone to the Trademark Trial and Appeal Board (TTAB). Interesting to see the non-pickleball brands filing appeals - MLB, Birkenstock, Chicago Cubs, Seattle Mariners, Warner Bros. and more.

Disputed pickleball trademarks — TTAB proceedings

MARK IMAGE	TRADEMARK	EARLIEST DATE	MARK TYPE	PROCEEDING(S)	DISPUTE (CHALLENGER V. OWNER)	STATUS / NOTES
MLPRO	**MLPRO** SN 97208610	2022-11-21	Word mark	Extension of time → Opposition 91284595	MLB Properties & MLB Pro Development Leagues v. Major League Pickleball	Opposition still pending
MLPLAY	**MLP (likely)** SN 97208605	2022-11-21	Word mark	Extension of time → Opposition 91284595	MLB Properties et al. v. Major League Pickleball	Mark identity inferred from sibling MLP-family filings
BERK	**BERK** SN 97227499	2023-01-04	Word mark (inferred)	Extension of time → Opposition 91283010	Birkenstock US Bidco v. Berk Pickleball	Opposition pending
World Series of Pickleball	**WORLD SERIES OF PICKLEBALL** SN 97178515	2023-01-05	Word mark	Extension of time	Steve Kuhn et al. v. Rolfes & Angelo	Registered 2023 (per USPTO data)
EP Enhance Pickleball	**EP ENHANCE PICKLEBALL** SN 97240108	2023-09-20	Design mark	Extension of time	Connor Sport Court International v. Enhance Pickleball	Registered; extension terminated
NPL	**NPL** SN 97720194	2024-01-16	Word mark	Extensions of time → Oppositions 91291219 & 91291148	USA-NPL LLC and Advanced Sports Media Group v. National Pickleball League	Oppositions pending; two serials (97720194, 97720201)
NPL PICKLEBALL	**NPL PICKLEBALL** SN 97720861	2024-01-16	Word mark	Extension of time → Oppositions 91291219 & 91291148	USA-NPL LLC and Advanced Sports Media Group v. National Pickleball League	Opposition pending
THE PICKLR	**THE PICKLR** SN 97379500	2024-02-12	Word mark	Cancellation 92084432	Pickleball for America v. The Picklr	Cancellation pending
THE PICKLR SHOP	**THE PICKLR SHOP** SN 97552949	2024-02-12	Word mark	Cancellation 92084432	Pickleball for America v. The Picklr	Cancellation pending
PICKLE4	**PICKLE4** SN 97873524	2024-02-19	Word mark	Extension of time → Opposition 91291589	PBPKL, LLC v. Pickleball for America	Opposition terminated
PKL4	**PKL4** SN 97839854	2024-02-19	Word mark	Extension of time → Opposition 91291589	PBPKL, LLC v. Pickleball for America	Opposition terminated
Master of Dink	**MASTER OF DINK** SN 97846187	2024-02-22	Word mark	Extension of time	Enhance Pickleball v. Andrea M. Benner	Extension terminated
BANGER PICKLEBALL	**BANGER PICKLEBALL** SN 97530207	2024-04-04	Word mark	Extension of time → Opposition 91293009	Banger Pickleball LLC v. Banger Pickleball	Two applications opposed (97530207, 97565031); terminated
NATIONAL PICKLEBALL LEAGUE	**NATIONAL PICKLEBALL LEAGUE** SN 97719946	2024-04-26	Word mark (registration)	Cancellation 92085047	Advanced Sports Media Group v. National Pickleball League	Cancellation terminated
STACK ATHLETICS	**STACK ATHLETICS** SN 97779030	2024-05-02	Word mark	Extension of time	Spay, Inc. (Stack Sports) v. Stack Pickleball	Extension terminated
G.O.A.T. PADDLE	**G.O.A.T. PADDLE** SN 97873661	2024-05-13	Word mark	Extension of time → Opposition 91291989	1661, Inc. (GOAT) v. Paradise Pickleball	Opposition terminated
C	**Stylized "C" logo** SN 97920737	2024-06-17	Design mark	Extension of time → Opposition 91294088	Chicago Cubs Baseball Club v. Pickleball Facility Holdings	Opposition suspended
PICKLE-BALL	**PICKLE-BALL (Reg. 999043, reg. 1974)** SN 73000519	2024-08-05	Word mark (registration)	Five cancellations: 92085910, 92086064, 92086075, 92088875, 92089126	Universal Tennis, Pickleball Kingdom (×2), CSD Ventures, Professional Pickleball Partners v. Pickleball Holdings LLC	Genericness challenge to the original 1974 registration; several proceedings suspended/pending

MARK IMAGE	TRADEMARK	EARLIEST DATE	MARK TYPE	PROCEEDING(S)	DISPUTE (CHALLENGER V. OWNER)	STATUS / NOTES
	HAWAII OPEN PICKLEBALL CHAMPIONSHIPS SN 98256209	2024-09-04	Word mark	Extension of time → Opposition 91296693	Spirit Promotions LLC (US Open Pickleball Championships) v. Hawaii Open Pickleball	Application abandoned after TTAB decision
	Stylized "S" logo (Stack Pickleball) SN 98403351	2024-09-17	Design mark	Extensions of time → Opposition 91297008	Seattle Mariners (The Baseball Club of Seattle) v. Stack Pickleball	3 applications opposed; dismissed without prejudice after amendment; 2 more serials (98403426, 98403500) drew Spay, Inc. extensions
	ETHOS SN 98010049	2024-09-18	Word mark	Extension of time	Ethos Pickleball v. Topgolf Callaway Brands	Callaway's golf-club application; extension terminated
	DESTINATION PICKLEBALL SN 97876367	2024-11-06	Word mark	Ex parte appeal	In re Selkirk Sport	Appeal terminated (examiner refusal)
	NP NATIONAL PICKLEBALL SN 97772070	2024-11-25	Design mark	Ex parte appeal	In re Advanced Sports Media Group	Appeal suspended
	JUST1MORE SN 98057922	2024-12-12	Word mark	Extension of time → Opposition 91296475	Drop Shot Pickleball v. Jaydon Kanipe	Opposition pending
	USA PICKLEBALL GOLDEN TICKET THE PATH TO NATIONALS SN 98355930	2025-01-09	Word mark	Extension of time	Warner Bros. Entertainment v. USA Pickleball Association	Registered; extension terminated
	ENHANCED SN 98104225	2025-03-27	Word mark	Extension of time	Enhance Pickleball LLC v. Enhanced Ltd	Extension terminated
	ENHANCED GAMES SN 98104245	2025-03-27	Word mark	Extension of time	Enhance Pickleball LLC v. Enhanced Ltd	Extension terminated
	ORLANDO PICKLEBALL (inferred) SN 98369943	2025-07-03	Word mark	Ex parte appeal	In re Orlando Pickleball, LLC	Appeal terminated
	WAVE PICKLEBALL SN 98976667	2025-11-21	Word mark	Extension of time	Pepperdine University (Waves) v. Wave Pickleball	Registered; extension terminated
	CROWN PICKLEBALL (inferred) SN 99085100	2025-12-02	Word/design mark	Extension of time	Rolex Watch U.S.A. v. Perkyculater, Inc. dba Crown Pickleball	Extension terminated
	NATIONAL JUNIOR PICKLEBALL (inferred) SN 99252405	2025-12-16	Word mark	Ex parte appeal	In re National Junior Pickleball, LLC	Appeal terminated
	CENTRAL PARK PICKLEBALL (inferred) SN 98745437	2026-01-14	Word mark	Extension of time	Mile High Pickleball v. Central Park Pickleball	Extension to oppose filed
	PICKLEBALL HEAVEN (inferred) SN 99010214	2026-01-26	Word mark	Extension of time	The Pickleball Haven v. Pickleball Heaven Holding Corp.	Extension to oppose filed
	Stylized "P" logo (Professional Pickleball Partners) SN 99373959	2026-04-02	Design mark	Extension of time	Peacock TV LLC v. Professional Pickleball Partners	Extension to oppose filed

Legal Updates

Joola vs USA Pickleball

On February 20, 2026, Judge Paula Xinis denied JOOLA's motion to dismiss USAP's counterclaim on all three counts — fraudulent misrepresentation, Lanham Act false endorsement, and a declaratory judgment count that would trigger a one-year probation barring JOOLA from submitting products for USAP testing — and the case has now moved into discovery where JOOLA's internal design records and communications, including with the UPA-A, will be subject to production.

Scheduling:

Description	Current Date	Proposed Date
Moving for Joinder of Additional Parties and Amendment of Pleadings	04/27/2026	No change
Plaintiff's Rule 26(a)(2) Expert Disclosures	05/11/2026	08/11/2026
Defendant's Rule 26(a)(2) Expert Disclosures	06/09/2026	09/09/2026
Plaintiff's Rebuttal Rule 26(a)(2) Expert Disclosures	06/23/2026	09/23/2026
Rule 26(e)(2) Supplementation of Disclosures and Responses	06/30/2026	09/30/2026
Completion of Discovery; Submission of Post-Discovery Joint Status Report	07/24/2026	12/11/2026
Requests for Admission	07/31/2026	12/18/2026
Dispositive Pretrial Motions Deadline	08/24/2026	01/22/2027

Ferarri vs Ferrari (Gamma Sports)

The March 17, 2026 filing for bankruptcy of Gamma Sports has shifted the original brother-versus-brother case to the bankruptcy court. The Monthly Business Report filed with the bankruptcy court shows revenue for May 2026 at $600,000 with a net loss of about $125,000. The company was significantly off from their projections for the month - burning through available cash. Lots of internal details in the report.

7. Projections

Compare your actual cash receipts and disbursements to what you projected in the previous month. Projected figures in the first month should match those provided at the initial debtor interview, if any.

	Column A — Projected (Copy lines 35-37 from the previous month's report.)		Column B — Actual (Copy lines 20-22 of this report.)		Column C — Difference (Subtract Column B from Column A.)
32. **Cash receipts**	$ 609,762.00	–	$ 515,829.43	=	$ -93,932.57
33. **Cash disbursements**	$ 694,375.00	–	$ 674,886.38	=	$ -19,488.62
34. **Net cash flow**	$ -84,613.00	–	$ -159,056.90	=	$ -74,443.90

35. Total projected cash receipts for the next month:	$ 887,000.00
36. Total projected cash disbursements for the next month:	- $ 834,000.00
37. Total projected net cash flow for the next month:	= $ 53,000.00

Joola Patent Lawsuits

- Volair becomes the fourth paddle brand to settle with Joola, following earlier settlements with Paddletek, ProXR, and Proton.

Picklr Franchicees - regional developer appears to be in financial distress with two facilities being sued.

- District and Urban (Texas) Woodlands, LLC vs. Blue Elephant Pickleball of the Woodlands, LLC dba The Picklr, and Picklr, Inc.

- SLINK HOLDINGS LLC vs. BLUE ELEPHANT PICKLEBALL OF ARLINGTON, LLC, et al

Legal - The Perry Lawsuit

A couple of well-known early pickleball players - Erne Perry and Tim Nelson - dropped a lawsuit against six pickleball companies or individuals alleging unauthorized use of Perry's name.

Ernie Perry
vs
NW Recreation LLC (a pickleball facility in Mukilteo, WA)
Thomas Dundon, an individual
Pickleball Holdings LLC dba Pickleball Central, dba Pickleball Wholesale, dba PPA Tour
Pickleball OPCO LLC dba PPA Tour, dba Carvana PPA Tour
Victory Sports Technologies, LLC (Maker of the Erne ball machine)
The Kitchen Pickleball LLC

This is a legal complaint filed by Erne Perry alleging unauthorized use of his name and personality by multiple pickleball-related companies and entities. Erne is the individual that the "erne" shot in pickleball is named after. His attorney in this case is Timothy Nelson after whom the "Nasty Nelson", another pickleball shot, is named.

The suit claims Erne Perry is a well-known pickleball player and personality who has built significant commercial value and reputation within the pickleball community.

Perry claims the various defendents have used Perry's name and image without permission for commercial gain.

Legal Claims and Violations

- Perry claims violations of his right to privacy and publicity, including misappropriation of his name.
- He alleges unfair business practices under the Washington Consumer Protection Act (CPA).
- The complaint includes claims of intentional infliction of emotional distress (IIED) and invasion of privacy.
- Defendants' actions are characterized as deliberate, malicious, and designed to erode Perry's commercial and personal rights.

Damages and Legal Remedies Sought

- Perry seeks monetary damages for the unauthorized use and commercial exploitation of his name.
- He requests a permanent injunction to prevent further misuse.
- The complaint includes claims for disgorgement of profits and attorney fees.
- Perry also seeks treble damages, emotional distress compensation, and other equitable relief.

Outside of the named defendants, there are multiple products in the pickleball space using the term "Erne". including:

There is a pending trademark application for Nasty Nelson Pickleball Courts. There is also an apparel website at www.nastynelson.com. It is not clear if Tim Nelson owns these properties or has licensed them the use of that name. If not, expect to see Mr. Nelson filing his own lawsuit.

Nasty
NELSEN

Legal - The Perry Lawsuit

We asked Claude to give us a review of the Perry complaint:

This complaint has a genuinely interesting core claim buried under serious drafting and strategic problems. Here's a candid assessment — noting I'm not a lawyer and this isn't legal advice.

The core theory is plausible; the strongest claim is missing
Washington recognizes common law appropriation of name/likeness, and the underlying story — companies building brands on "Erne" in the very sport where Erne Perry made the name famous — is a coherent right-of-publicity theory. But strikingly, the complaint never invokes RCW 63.60, the Washington Personality Rights Act, which is the state's dedicated statutory vehicle for exactly this: unauthorized commercial use of a name. Pleading a CPA claim and a common law tort while omitting the on-point statute is a conspicuous gap that opposing counsel will notice immediately.

The genericness problem is acknowledged but not solved
The complaint's biggest substantive vulnerability is that "erne" is now the generic name of a shot — arguably part of the sport's vocabulary, like "nutmeg" in soccer. Defendants will argue they're naming a maneuver, not identifying a person. The complaint sees this coming and spends pages arguing against it, but with rhetoric (the apple tree, the golden egg, the chicken coop) rather than facts. What it needs are concrete allegations showing defendants traded on Perry's identity specifically — e.g., uses of his likeness, biographical references, or evidence consumers associate the products with him personally. The 2023 PPA "Real GOAT of Pickleball" video is actually the best fact in the whole document (it shows Dundon's companies knew exactly who Erne is before launching erne.com), and it deserves far more prominence and precision than it gets.

Count-by-count weaknesses
IIED (outrage) is the weakest count. Washington's bar is extremely high — conduct "utterly intolerable in a civilized community" — and courts almost never find commercial misappropriation meets it. This count invites a motion to dismiss and undermines the credibility of the stronger claims.

The CPA claim has an injury problem. The CPA compensates injury to "business or property" only; emotional distress, humiliation, and loss of peace of mind — which is what the complaint mostly pleads — are not recoverable under it. The complaint recites the Hangman Ridge elements but needs concrete allegations of lost licensing value, lost endorsement opportunities, or diverted commercial value. Also, CPA treble damages are capped ($25,000), which the prayer doesn't acknowledge.

Common law appropriation is the most viable count, but it's pled against "All Defendants" collectively. That's shotgun pleading: each count "incorporates by reference All Previous Words, Sentences, and Paragraphs," and conduct is rarely attributed to a specific defendant. Six defendants with very different roles (a retailer selling merchandise, a machine manufacturer, a media company linking to websites) need individualized allegations, or the complaint invites 12(b)(6) motions from each.

Jurisdiction and veil-piercing are asserted, not established
Personal jurisdiction over the Texas and Pennsylvania defendants rests heavily on website links, partnerships, and "entanglement." Under purposeful-availment standards, a link on a homepage or a partner's Lynnwood location is thin. The veil-piercing theory against Dundon personally is stated as a conclusion — "Yes its an extreme remedy---Tom Dundon's actions are MORE EXTREME" — with no alter-ego facts (commingling, undercapitalization, disregard of formalities). That sentence is argument, not pleading, and it won't survive scrutiny.

Form and tone problems throughout
The document reads as advocacy memo, not complaint. Washington CR 10 contemplates numbered paragraphs stating claims in a plain and concise manner; most of this complaint is unnumbered narrative prose, which makes it nearly impossible for defendants to admit or deny specific allegations — expect a motion for a more definite statement. Other issues that damage credibility with the court:

- *Pervasive typos and errors: "Missapropriation," "inlcuding," "North Whales, PA," "the bad actors new good and well," "post mort em," "States port of Washington," "Lulu Lemon" (it's Lululemon), a section that jumps from point 1 to point 3.*
- *First-person attorney voice ("My client, a pickleball Giant...") inside the factual allegations.*
- *ALL CAPS, bold, underlining, rhetorical questions, and editorial flourishes ("face the music," "broad day robbery," "kick a door down and take someones stuff—Not in America").*
- *A bizarre and gratuitous murder/shooting-range analogy on page 21 that no judge will read charitably.*
- *The caption itself has a stray comma where a defendant name apparently dropped out.*

Bottom line
There's a real case somewhere in here: a documented pickleball pioneer, a shot bearing his name, defendants with demonstrable knowledge of who he is, and commercial products trading on that name in Washington. But as filed, the complaint (1) omits the strongest statutory claim, (2) leads with its weakest count, (3) pleads emotional harm where the CPA requires economic harm, (4) lumps defendants together, and (5) presents itself in a form that signals inexperience and invites early motion practice. A disciplined redraft — numbered paragraphs, defendant-by-defendant factual allegations, an RCW 63.60 count, the GOAT video front and center, and roughly 80% of the rhetoric deleted — would be dramatically stronger.

Legal - The Christian v. Proton Lawsuit

In March 2026 Proton Sports was banned by the PPA Tour and MLP, apparently for being in arrears on payments. The ban was lifted in April and Proton publicly recommited to the PPA/MLP partnership. Now Proton has been hit with a lawsuit by one of their (former) sponsored pro players.

Christian v. Proton Sports, Inc. et al. (D. Ariz., Case 2:26-cv-02084-DWL, amended complaint filed May 8, 2026)

Professional pickleball player Kaitlyn Christian is suing Proton Sports, Inc., Proton Pickleball, Inc., and CEO Charles Darling for breach of contract, fraud, alter ego liability, declaratory relief, and injunctive relief, seeking damages of at least $397,034.15 plus punitive damages.

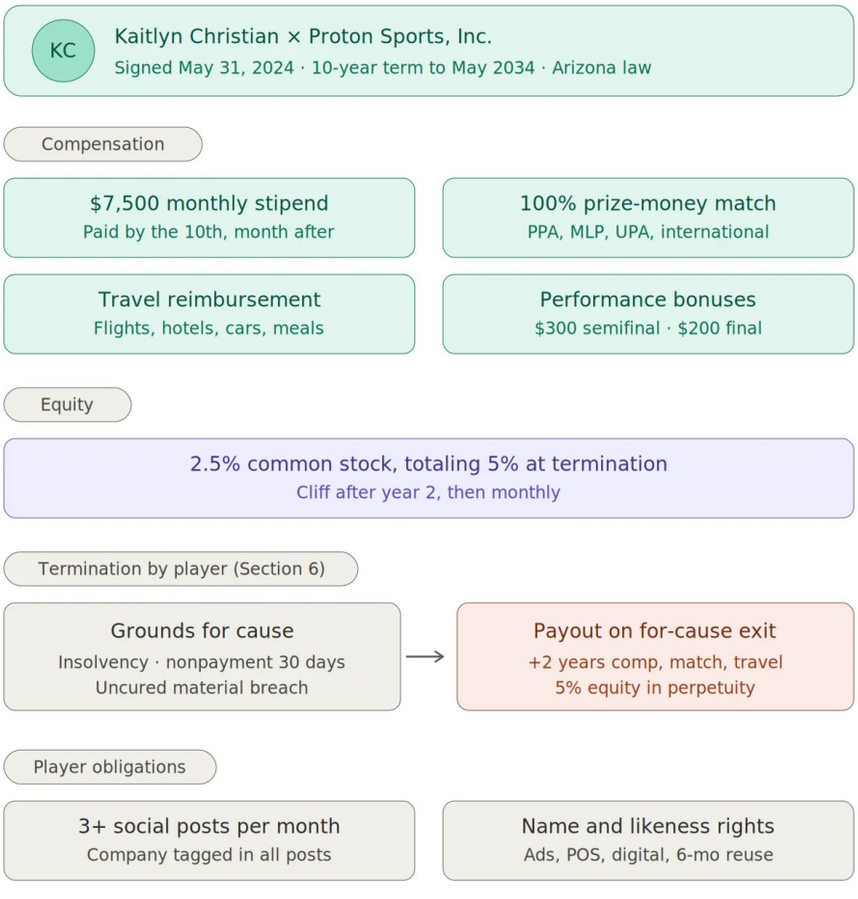
The deal: In May 2024, Christian signed a 10-year Personal Services Agreement with Proton Sports guaranteeing $7,500/month, 100% prize-money matching on all pro tournaments, full travel reimbursement, performance bonuses, and equity vesting to 5% ownership. The contract's termination clause (Section 6D) entitles her to two additional years of guaranteed compensation, prize matching, and travel reimbursement if she terminates for cause — plus fully vested 5% equity "in perpetuity."

The breach: Proton stopped paying prize matching and travel reimbursements in July 2024 and stopped paying the monthly stipend entirely in February 2025. Christian sent a demand letter and terminated for cause on November 28, 2025. Her final invoice totals $217,034.15 in earned/unpaid amounts (10 months of stipend, ~21 tournaments of prize matching, ~17 months of travel) plus $180,000 in contractual termination compensation.

The fraud theory: The complaint's centerpiece is a two-entity shell scheme allegation. Darling allegedly had Christian contract with Proton Sports, Inc. — an empty shell with no revenue, contracts, or assets — while keeping all sponsorships, tournament relationships, prize receipts, and value inside Proton Pickleball, Inc. (formed November 2023, just before he began signing athletes). He then cited Proton Sports' lack of funds to justify non-payment, and the 5% equity offered was allegedly worthless by design. Notably, Proton Pickleball is currently "Pending Inactive" for failing to file its 2025 annual report, which Christian cites as evidence of dissolution/asset-transfer risk justifying an injunction blocking any sale, merger, or restructuring of either entity until her equity is recognized and paid.

Vulnerabilities worth noting: The underlying contract is sloppy — the choice-of-law clause contradicts itself (Arizona, then references New York), the equity terms conflict internally (2.5% in the fee section vs. 5% at termination), and much of the veil-piercing and commingling allegations rest on "information and belief." Still, the invoice detail is granular and the corporate records (same Scottsdale address, Darling holding all officer roles in both entities) give the alter ego claim some texture.

This suit feels much more threatening to Proton than the earlier PPA ban. The fraud charge, added in an amended complaint, could be very serious for the company and for Mr. Darling personally. We will follow the developments.



Pickleball Document Library

As a regular, ongoing feature we will be maintaining a "library" of documents that are relevant to the pickleball ecosystem. Included are lawsuit documents, Franchise Disclosure Documents (FDDs) and similar.

Legal Documents

PICKLE-BALL Trademark Cancellation

- UTR - Global Pickleball Rating, Universal Pickleball, UTR Global Pickleball Rating, UTR Pickleball Rating, others
- Pickleball Kingdom - Pickleball Paddle Battle, Pickleball Kingdom, PK Pickleball Kingdom
- Pickleball Holdings response to request to cancel trademark PICKLE-BALL

Sports Squad, inc. (Joola) vs USA Pickleball Association

- Original complaint by Joola
- Response by USA Pickleball
- Response by Joola
- USA Pickleball Answer
- USA Pickleball Counterclaim
- Joola Amended Complaint
- USAP Response to Amended Complaint
- Order to Deny Motion to Dimiss for Failure to State a Claim

Greg Matus vs Sports Squad Inc. (Joola)

- Amended Complaint
- Defendant's Reply
- Settlement

John Michael Tomberlin Jr vs Sport Squad Inc.

- First Amended Class Action Complaint

Escalade Sports vs PCKL LLC - Patent Infringement

- Escalade Complaint

Pickleball Rocks Bankruptcy

- Involuntary Petition
- Claims Summary
- Auctioneers Report

Website ADA Lawsuit

- Espinal v Pickleball Bella, Inc.
- Miller v SD Pickleball Distribution LLC
- Knowles v Pickleball Topco (Pickleball Central)
- Miller v Franklin Sports Inc
- Calcano v Selkirk Sport LLC
- Herrera v Vulcan Sporting Goods
- Herrera v Recess Pickleball

Ferrari v Ferrari (Gamma Sports)

- Initial Complaint
- Response
- Plaintiffs Emergency Motion to Appoint a Receiver
- Response to the Emergency Motion to Appoint a Receiver
- Order Regarding Appointment of Special Master
- Gamma Bankruptcy
- May 2026 Business Report

Erne Perry Lawsuit

Kaitlyn Christian Lawsuit

Pickleball Document Library

Financial Disclosure Documents (FDDs)

Picklr 2024
Picklr 2025
Picklr 2025 July Amended
Picklr 2026
Pickleball Kingdom
Pickleball Kingdom 2026
Ace Pickleball Club
Dill Dinkers
Dill Dinkers Dec 2025
PickleRage
Pickle Pad
Pickled Court
The Flying Pickle
Smash Pickleball (Deck, not FDD as FDDs not required in Canada)

Miscellaneous

Selkirk email to UPA
Selkirk Letter to UPA
Model Noise Ordinance for Pickleball
USA Pickleball 2023 990 Form
2024 Pickleball Player Survey
The Pickleball Market: Growth, Projections & Investment Opportunities - The Picklr

Joola Patent Documents

Case No.	Date Filed	Defendant	Accused Product	Court
1:26-cv-00406	April 9, 2026	All Racquet Sports, LLC & All For Padel S.L. (Adidas Pickleball)	AdiPower Pro	D. Delaware
1:26-cv-00407	April 9, 2026	Engage Pickleball, LLC	Engage Alpha Pro	D. Delaware
9:26-cv-61038	April 9, 2026	Diadem Sports, LLC	Diadem Edge BluCore	S.D. Florida
9:26-cv-80403	April 9, 2026	Vegas Pickleball LLC d/b/a RPM Pickleball	RPM Friction Pro	S.D. Florida
3:26-cv-3069	April 9, 2026	Friday Labs LLC	Fever 102	N.D. California
1:26-cv-00409	April 9, 2026	Volair C Corp.	Shift	D. Delaware
1:26-cv-01528	April 9, 2026	Facolos Pickleball LLC	EliteX	D. Colorado
4:26-cv-00534	April 9, 2026	ProXR LLC	Shift	E.D. Missouri
1:26-cv-00408	April 9, 2026	Franklin Sports, Inc.	Franklin C45	D. Delaware
2:26-cv-02486	April 9, 2026	Paddletek	Reserve	D. Arizona
2:26-cv-02487	April 9, 2026	Proton	Flamingo Series 3	D. Arizona
		ITC Complaint		
		826 Patent		
		891 Patent		