

PLAYBOY SET TO TURN PAGE IN WEB TRIAL; [SPORTS FINAL Edition]

John Marzulli. New York Daily News. New York, N.Y.: Apr 7, 2003. pg. 30

Full Text (220 words)

Copyright Daily News, L.P. Apr 7, 2003

Sex Court will be in session today in Brooklyn.

Jury selection begins in a multimillion-dollar trial pitting Playboy Enterprises against a Web company over the rights to the name "Sex Court."

Prospective jurors will be screened in Brooklyn Federal Court for their views on pornography, because the evidence contains lots of nude photos and other sexually graphic material.

"Hopefully, the jury will stick to the issue of who used the name commercially first, and set aside any personal feelings they have about pictures of a sexual nature," said lawyer John Bostany, who represents On-Line Entertainment.

On-Line claims its Web site - sexcourt.com, presided over by a sexy blond named Judge Jill - debuted first, billed as a place where "horny sluts break every law."

Playboy's own legal sexpot, Judge Julie, hit the cable airwaves with "Sex Court," described as a show "brimming with erotic crimes and misdemeanors."

If On-Line prevails, it could be entitled to a chunk of the \$8.9 million in revenues Playboy says the TV show has earned.

Playboy lawyer Joseph Gioconda declined comment on the case, but in court papers Playboy produced a 1998 press release referring to the TV show that was sent out shortly before the sexcourt.com Web site started running.

Bostany says he will argue to the jury that the document was back-dated.

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