

STALLONE IN BRAWL OVER MAG; [SPORTS FINAL Edition]

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A WOMEN'S magazine is taking on Rocky.

Actor Sylvester Stallone has a new magazine called Sly - but Sly Magazine LLC says it had the name first.

It landed the first punch yesterday, filing a \$1 million lawsuit in Manhattan Federal Court that accuses Stallone's publisher, American Media, of copyright infringement.

Sly Magazine LLC attorney John Bostany said consumers could easily be confused by the two Slys once his client's mag hits newstands later this year.

Sly, which is Stallone's nickname, is geared toward men who "believe that life begins at 40" and are looking for lifestyle and fashion advice.

Sly Magazine LLC is for women who love great-looking shoes and expensive handbags. Its Web site has been up and running for more than a year.

"Having a magazine on the Internet is equivalent to having it on the newstand," said Bostany.

A call to American Media, which also puts out the Star and the National Enquirer, was not immediately returned.

Stallone's first issue of Sly, which came out last month, was chock-full of photos of the celluloid champ.

On the back page, he lists his top 10 life tips, including this one at No. 7: "If other people can steal your idea, they will."

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