

This critical incident is about the legal and ethical issues surrounding a 2025 lawsuit filed by Mondelez International against Aldi, a discount grocery store chain, for trademark and trade dress infringement. Mondelez claimed Aldi copied its products and packaging for several of its iconic brands, including Oreo and Chips Ahoy! cookies, Wheat Thin crackers, and Nilla Wafers. In light of the Lanham Act, students are asked to consider whether Aldi was guilty of trademark infringement and, if they weren't legally liable, whether they crossed an ethical line with products that were similar to Mondelez's cookies and crackers. This descriptive critical incident is appropriate for undergraduate courses in business ethics, marketing, and business law.