

Condom company wants protection

Seeks halt to sales of alleged copies of 'twist' model

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Two condom companies are in a latex tug-of-war over the rights to a condom that boasts a special "twist" to pleasure both men and women.

Pleasure Plus condoms, owned by Portfolio Technologies Inc. of Illinois, created a special condom

12 years ago that is tipped with multiple pouches aimed to "massage and stimulate" men and women in all the right places, according to a lawsuit filed Wednesday.

But Portfolio says another product, Trojan Twisted Pleasure, ripped off its one-of-a-kind design. Portfolio filed a federal lawsuit asking that the competitor pull its product from the shelves.

Portfolio claims Trojan, owned by the New Jersey-based Church & Dwight Co., is infringing on a 1992 patent titled "Prophylactic with Glans Penis Stimulation."

In the lawsuit, Portfolio argues

the condom business is a tough one, and the Trojan product will steal its market share.

"There is limited distribution capacity and display shelf space for condoms in the country," the lawsuit states. "There is also a finite market for enhanced sensitivity condoms."

In addition to an injunction that would pull the condoms, the lawsuit asks that all packaging and marketing material for Trojan Twisted Pleasure be surrendered for destruction. The company also wants an unspecified amount of royalties from Twisted Pleasure sales.