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Appeals Court Allows USASF Trademark Case to Move Forward, Recognizing Evidence Supporting The Cheerleading Worlds® Brand

Memphis, TN – June 26, 2026 — The U.S. All Star Federation (USASF) is pleased to share an important update regarding its ongoing trademark case involving the names "WORLDS" and "THE CHEERLEADING WORLDS®."

The U.S. Court of Appeals for the Eleventh Circuit has ruled that key questions about USASF's rights to these marks deserve further consideration and should move forward through the legal process. In its decision, the court recognized that USASF presented substantial evidence supporting its position that the All Star community associates WORLDS and THE CHEERLEADING WORLDS® with the championship event that athletes have worked toward for more than two decades.

While the case is not yet complete, the court's decision allows USASF to continue presenting its case that Open Cheer and its principals infringed USASF's trademarks through the use of the similar marks ALLSTAR WORLDS and ALLSTAR WORLD CHAMPIONSHIP and ensures that the facts surrounding USASF's longstanding brands will be fully evaluated.

For the USASF, protecting these trademarks is about protecting the integrity of an event that has become a defining goal for generations of athletes, teams and coaches. Since the first Worlds in 2004, countless individuals have dedicated their time, passion, experience and talent to building what has become the pinnacle of All Star.

"The Cheerleading Worlds® is part of the legacy of the athletes, coaches, club owners, event producers and families who have helped make it what it is today," said USASF President Alison Stangle. "We are thrilled with the court's recognition that there is

significant evidence supporting the connection between these brands and the event that our community worldwide, along with IASF, has spent more than 20 years building. Our focus remains on preserving the value, reputation, and meaning of that achievement for future generations of athletes."

The Cheerleading Worlds® was created to provide the highest level All Star cheer teams with an opportunity to compete on the sport's biggest stage. Over the years, the event has become the most recognized and respected world championship in the All Star industry for the most elite athletes at the highest levels.

The court noted evidence showing USASF's long-standing use and promotion of the WORLDS and THE CHEERLEADING WORLDS® trademarks, as well as the widespread recognition those brands have earned through athletes, families, coaches, events, broadcasts, media coverage, and the broader cheer community.

As the case returns to the district court for further proceedings, USASF remains committed to protecting the value and goodwill associated with The Cheerleading Worlds®. Most importantly, USASF remains committed to serving athletes and supporting the All Star community while ensuring this event continues to be a meaningful milestone in our sport, just as it has been for decades and will be for years to come.

About USASF

Founded in 2003, the U.S. All Star Federation was established to help create a safer and more consistent environment for All Star cheer and dance athletes. USASF develops safety standards, credentials coaches, certifies legality officials, sanctions competitions, and works alongside industry leaders to foster continued growth, success, safety and fair play of All Star cheer and dance. Since 2004, USASF has conducted The Cheerleading Worlds®, bringing together the highest level All Star teams from around the globe to compete at the culmination of each season.