



The Gumby's Pizza Litigation:

A Summary of the Dispute with Fox Corporation

Involving Alleged Damages of Up to \$60 Billion

WHO

A decades-old restaurant and licensing business, **Gumby's Pizza (Baiting Hollow)**, the **plaintiff**, has filed multiple lawsuits against **Fox Corporation and Fox Entertainment**, the **defendants**, following Fox's 2022 acquisition of the Gumby intellectual property.

Fox Corporation is a global media company and the parent company of Fox News.

Gumby's Pizza has been owned and operated by:

- Joe O'Brien (U.S. Naval Academy graduate and former Navy test pilot)
- Chance Hippler
- Jeff O'Brien (Joe O'Brien's deceased son)
- Other shareholders

According to the filed complaints, Gumby's Pizza alleges that it has held worldwide food and beverage licensing rights tied to the Gumby Characters brand since the 1980s. According to the complaints, these asserted rights form the foundation of a business developed over decades.

Fox, through its acquisition of Prema, controls the parent company associated with the Gumby Characters across film, television, and consumer products.

The parties dispute the scope and effect of Gumby's Pizza's asserted rights in relation to those assets.

WHAT

Gumby's Pizza, as plaintiff, has filed three lawsuits in state and federal court seeking damages of up to \$60 billion, as alleged in the filed complaints, against **Fox Corporation, as defendant**.

According to the complaints, the claims include:

- Breach of Contract
- Breach of the Implied Covenant of Good Faith and Fair Dealing
- Conversion
- Civil Conspiracy
- Declaratory Relief

According to the filed complaints, Gumby's Pizza alleges that Fox has taken actions that it believes amount to an attempt to terminate or interfere with its asserted long-standing licensing rights, which Gumby's Pizza states are defined by written agreements involving Art Clokey, creator of the Gumby Characters.

Fox has not admitted these allegations and is expected to dispute both the claims and the scope of the asserted rights.

WHY THIS MATTERS

This case could influence how control and licensing rights associated with one of the most recognizable cartoon brands in American pop culture are interpreted.

According to the complaints:

- Gumby's Pizza alleges that the actions at issue could impact a business developed over more than 40 years
- Fox, as defendant, is expected to contend that its acquisition of Prema provides broad authority over the Gumby Characters intellectual property, including licensing decisions

Disputes of this scale, if proven, may influence how long-term licensing agreements are interpreted and enforced across entertainment, franchising, and brand licensing sectors.

WHERE AND WHEN

- Filed in Alachua County, Florida, with proceedings pending in the state court located in Gainesville, along with related federal litigation
 - Based on agreements alleged to date back to the 1980s
 - Developed following Fox's 2022 acquisition of Prema from the Clokey family
 - Intensified through filings and amendments during 2025–2026
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THE STAKES

- Up to \$60 billion in alleged damages, as set forth in the filed complaints
- Disputed control over a legacy licensing structure developed over decades
- Potential implications for:
 - Entertainment
 - Franchising
 - Brand licensing

Disputes of this magnitude, if proven, may shape how courts interpret and enforce long-standing commercial agreements in modern acquisition contexts.

WHY \$60 BILLION

The damages figure of **up to \$60 billion** reflects the scale of the claims asserted by **Gumby's Pizza, as plaintiff**, in the filed complaints against **Fox Corporation, as defendant**.

According to the complaints, this figure is based on multiple factors, including:

- The alleged value of **long-standing worldwide food and beverage licensing rights** tied to the Gumby Characters
- The duration of those asserted rights, which Gumby's Pizza alleges date back to agreements originating in the 1980s
- The role those rights have played in supporting a business developed over more than four decades
- The potential impact, as alleged, of interference with or termination of those rights

According to the plaintiff, the damages estimate is established, in part, by an economic analysis and valuation framework prepared by **Dr. Randall Valentine, PhD**, which evaluates the asserted rights within the broader context of global brand licensing and media-related revenue potential.

The complaints also reflect the broader commercial context in which the dispute arises. The Gumby Characters are associated with a globally recognized brand that spans **film, television, consumer products, and licensing markets**.

According to the plaintiff, the valuation considers not only historical performance, but also the **future economic potential of the asserted rights**, particularly in connection with large-scale media ownership and brand expansion.

Fox Corporation, as defendant and parent company of Fox News, is expected to dispute both the methodology and the amount of damages claimed.

As with all aspects of the case, the damages figure represents **allegations that remain unproven**, and any determination of value will depend on the evidence presented and the rulings of the court.

BOTTOM LINE

These lawsuits present serious allegations that remain unproven. No court has determined liability at this time.

What is established at this stage is that:

A Florida-based business, **Gumby's Pizza (plaintiff)**, and one of the world's largest media companies, **Fox Corporation (defendant and parent company of Fox News)**, are now engaged in a high-stakes legal dispute over the scope and control of Gumby-related intellectual property rights.

The outcome will depend on:

- The agreements at issue
 - The facts established through the legal process
 - The courts' interpretation of those agreements
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CONTEXT

The dispute has been characterized by the plaintiff as a “Davey and Goliath”–battle – (another of Art Clokey’s memorable cartoons), reflecting the contrast between a long-standing independent business and a large global media company.

Gumby's Pizza is confident in its licensed rights to the Gumby Characters and is looking forward to all claims and defenses being finally adjudicated by a Gainesville Jury and asks that you follow this four-year court battle on GumbyLeaks.Com!

FINAL LINE

At its core, the case presents a central question: How should decades-old licensing agreements be interpreted when ownership of a global brand changes hands?

That answer now rests with the courts.