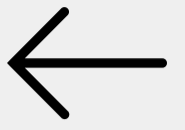


Alcoholic Beverages & Trademark Issues

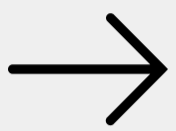
Foreign Equivalents Doctrine

Foreign words may not be registered if the English language equivalent is registered - but there are exceptions



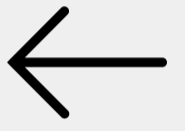
Are all beverages the same?

All alcoholic beverages treated as the same or similar products to one another



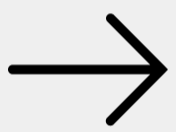
Search PTO database, Google, Untappd, etc.

Even if similar mark is not registered, its use could be a problem in the future



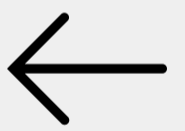
Don't spend too much

Trademark application process need not be expensive when client and lawyer work together (and the application is not as bad as you think)



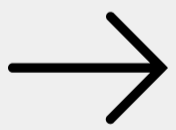
Obscure and archaic words

If a word is sufficiently obscure or archaic, it may be used even if otherwise descriptive of the products or services



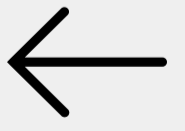
Entire mark, not just portions

Trademarks are considered in their entirety and not resolved into their component parts



Search for non-alcoholic beverages

Some decisions from the PTO have treated non-alcoholic juices, sodas, coffees, teas, etc. as the same as or related to alcoholic beverages



Ask us

Free initial consultation and happy to help!

