SZD
SCHOTTENSTEIN
ZOX & DUNN CO., LPA

HOW STRONG IS YOUR TRADEMARK?

GENERIC	MERELY DESCRIPTIVE	SUGGESTIVE	ARBITRARY/ FANCIFUL
(mark = product) e.g., APPLE for apples	(mark describes product) e.g., LEATHER for leather coat	(requires imagination to make connection) e.g., GUARD DOG for car alarm	(no connection between mark and product) e.g., VERIZON for telecommunications

Never protectable | Protectable only with **secondary meaning** | **Inherently distinctive** & automatically protectable

Weakest → Strongest