



Identity & Origin
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| | | | | | |
|-----------------------------|-------------------------------------|---|----------------------------|---|--|
| inherently distinctive | fanciful arbitrary suggestive | | <i>misdescriptive</i> | inherently distinctive product packaging | |
| can acquire distinctiveness | merely descriptive | primarily geographically descriptive | deceptively misdescriptive | non-inherently distinctive product packaging product design color | primarily a surname |
| unprotectable | generic | primarily geographically deceptively misdescriptive | deceptive | functional | immoral disparaging names/likenesses of living people gov't symbols |