



Identity & Origin
Trademark

Trademark Subject Matter

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Konemark
Most rights sharable

source

Trademark subject matter

- “trademark” (general usage) vs. “trademark” (under the Lanham Act)
- Under the Lanham Act:
 - trademark
 - service mark
 - certification mark
 - collective mark
- “trade dress” is just a term that means a particular kind of trademark that’s not a logo or word mark, but is product packaging, product configuration







