

inherently distinctive

fanciful
arbitrary
suggestive

misdescriptive

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

names/likenesses
of living people
without consent
gov't symbols