



Identity & Origin
Trademark

Functionality

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Konomark
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source

functional matter ...



Kellogg Co. v. National Biscuit Co., 305 U.S. 111 (1938)
(holding that trademark law would not allow Nabisco to prevent rival Kellogg from making its own shredded wheat cereal; the cereal's shape was functional, and therefore unprotectable as a trademark, and the term "shredded wheat" was generic, and therefore unprotectable as well)



