

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