



First Sale Defense for Trademarks

Trademark & Unfair Competition
Eric E. Johnson
ericejohnson.com



Konemark
Most rights sharable

First sale defense

- Resale of trademarked goods:
 - A good sold by the trademark owner under that trademark can be resold under that mark
 - You can restore or recondition the good and resell it – as long as you aren't being deceitful about it