

PRESS RELEASE

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Peninsula Daily News: news@peninsuladailynews.com

Sequim Gazette: editor@sequimgazette.com

Port Townsend Leader: news@ptleader.com

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ILG and Laurel Black Design Teams to Protect ILG's Trademark Slogan

Innovation Law Group, Ltd., of Sequim successfully defended against an attempt by a DC-area Attorney to register a services trademark that ILG considered was confusingly similar to ILG's slogan TRANSFORMING IDEAS INTO ASSETS. Ryan Alley Intellectual Property Law of Arlington, VA filed for registration of BUILDING ASSETS FROM IDEAS. ILG Opposed the Alley slogan registration on the ground that it was a mere inversion of the ILG incontestable registrations to its TIIA slogans. ILG won at the Patent and Trademark Trial and Appeal Board, and Alley appealed to the CAFC. On May 17, ILG won that appeal as well, the Court of Appeals confirming that Alley's slogan was confusingly similar to ILG's TIIA registered slogan mark, and therefore not entitled to federal registration as a service mark.

Laurel Black, of Laurel Black Design, Inc., Port Angeles, WA served as the trademark brand expert on behalf of ILG. Ms. Black testified to the nature of the slogans, as being "initial interest"-type trademarks, designed to help an attorney stand out from the crowd, by showing ILG understood the goals of a prospective client and identifying the nature of its legal services. In her detailed analysis, Ms. Black concluded the BAFI slogan of Alley amounted to a mere inversion and conveyed the same meaning as the earlier registered ILG marks, TIIA. The Board agreed and the Court affirmed her conclusions.

ILG is the premier patent and trademark firm on the Olympic Peninsula, offering over 50years experience in all phases of Intellectual Property and related business counseling from its Sequim office. ILG can be reached at 360-681-7305 or www.InnovationLaw.com.