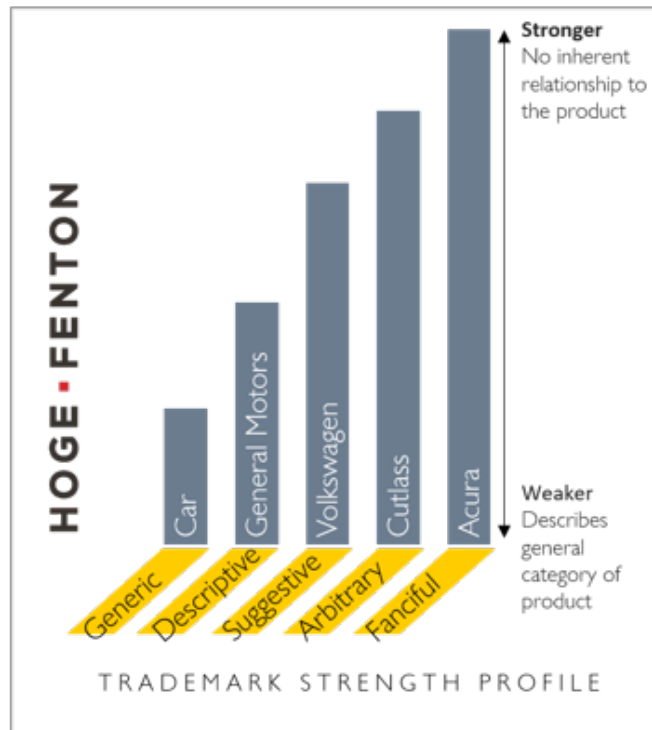


## HOW STRONG IS YOUR TRADEMARK?



Distinctive trademarks that are original, fanciful, and arbitrary such as the unique shape of Nike's swoosh or the name of Honda's luxury vehicle division Acura are considered strong marks.

Generic and descriptive marks such as "instant noodle" or "app store" which are scarcely distinctive and/or may already be used by others on or in connection with different products or services are considered weak.

Hoge Fenton **Trademark** Attorney **Dana Brody-Brown** examines the three crucial steps to creating value in a mark.

Click [here](#) to read all the details.

## Related Attorneys

- Dana Brody-Brown