

Laudatory Terms – Super Trademarks or Not Worth the Trouble?

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by Jennifer Collins

Quirky Questions

TMCA EDITION

Hello loyal TMCA readers – This is the first installment of what we hope to be an informative series of posts called Quirky Questions: TMCA Edition. Our labor and employment colleagues have a great blog, [Quirky Questions](#), where they answer unanticipated questions regarding workforce issues. If you have employment questions (and we know many of you may do), we encourage you to check it out. Over here at The TMCA we will be answering some quirky questions of our own, but in the areas of trademarks, copyrights and advertising. We hope you enjoy the series and feel free to send in your suggestions for future posts.

Under U.S. trademark law, trademarks fall along the spectrum of distinctiveness.



Generic	Descriptive	Suggestive	Arbitrary	Coined or Fanciful
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