

Trademark Protection & Registration

Securing and enforcing trademarks can improve a business' market share, promote brand recognition, generate licensing income, and boost goodwill. Additionally, properly registering your trademarks can substantially protect your business as well as your customers from competitors, knock-offs, counterfeiters, and other bad actors.

Patterson is committed to helping our clients identify and protect their core trademarks. Whether your business is launching its first product or manages a global product portfolio with associated trademarks and service marks, our firm can help you tailor and enforce a trademark protection strategy to protect your business locally and worldwide.

<u>Patterson Intellectual Property Law</u> is pleased to announce the following recently issued <u>trademark</u> registrations obtained for our clients:

<u>U.S. Trademark Registration No. 6,411,515</u> for "CANBUCK\$" registered July 6, 2021 to Ambest, Inc. of Brentwood, Tennessee. First used in commerce on March 23, 2017, in Class 35: Arranging and conducting incentive reward programs to promote the sale of truck stop services, travel center services and fuel stop services.

<u>U.S. Trademark Registration No. 6,406,655</u> for "URBAN GRUB" registered July 6, 2021 to Urban Grub Holdings, L.L.C. of Nashville, Tennessee. First used in commerce on April 20, 2012, in Class 43: Restaurant and bar services.

<u>U.S. Trademark Registration No. 6,420,847</u> for "INTELLI-LIFT" registered July 13, 2021 to Magnetek, Inc. of Menomonee Falls, Wisconsin. First used in commerce on December 4, 2020, in Class 9: Electronic control systems for overhead cranes.

U.S. Trademark Registration No. 6,421,266 for "TIDY TONGUE" registered July 13, 2021 to Noho Dental, Inc. of Nashville, Tennessee. First used in commerce on May 3, 2021 in Class 10: Tongue scrapers.

U.S. Trademark Registration No. 6,421,960 for "T" registered July 13, 2021 to Noho Dental, Inc. of Nashville, Tennessee. First used in commerce on May 3, 2021 in Class 21: Toothbrushes, electric.

U.S. Trademark Registration No. 6,429,187 for "EVA" registered July 20, 2021 to EVAmore, Inc. of Nashville, Tennessee. First used in commerce on January 11, 2020 in Class 42: Providing an interactive website featuring technology that enables users to manage, book, reserve, hire, retain, contract or otherwise employ people, businesses, or entities.