



**INTELLECTUAL
PROPERTY**
Creativity in Bloom™

A project of **AIPLA®**

**Educating the public; protecting creativity
with intellectual property rights**

Spectrum of Marks

STRONGER

WEAKER

Fanciful Marks

Fanciful marks comprise terms that have been invented for the sole purpose of functioning as a trademark or service mark.



Arbitrary

Arbitrary marks comprise words that are in common linguistic use but, when used to identify particular goods or services, do not suggest or describe a significant ingredient, quality, or characteristic of the goods or services.



Suggestive

Suggestive marks are those that, when applied to the goods or services at issue, require imagination, thought, or perception to reach a conclusion as to the nature of those goods or services.



Descriptive

A mark is considered merely descriptive if it describes an ingredient, quality, characteristic, function, feature, purpose, or use of the specified goods or services.



Generic

Generic terms are words used to name a class or category of a product or a service and are incapable of functioning as a mark.



marks declared famous

