



Identity & Origin  
Trademark

# Trademark Distinctiveness for Trade Dress (Color, Product Packaging, Product Design)

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Konemark  
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# source

### SUN GLOW® PRESS PADS

Leading the industry in fit, performance and durability, **Sun Glow® Press Pads** are consistently used by more award-winning dry cleaning plants, by a margin of 8 to 1, than any other press pad on the market.



**Qualitex - Preferred Products For All Your Finishing Needs!**

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The Unique Green Gold Color is a Registered Trademark of the Qualitex Company.  
(The color on your screen may NOT be an accurate display of the Qualitex Green Gold!)

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product  
design ...

inherently distinctive	fanciful arbitrary suggestive		misdescriptive	inherently distinctive product packaging	
can acquire distinctiveness	merely descriptive	primarily geographically descriptive	deceptively misdescriptive	non-inherently distinctive product packaging product design color	primarily a surname
unprotectable	generic	primarily geographically deceptively misdescriptive	deceptive	functional	names/likenesses of living people without consent gov't symbols





Wal-Mart v. Samara “a line of spring/summer one-piece seersucker outfits decorated with appliques of hearts, flowers, fruits, and the like”





Disney



Carters



New Potatoes



Land's End



Mon Petit



Homespun Heaven



a “tertium  
quid”...

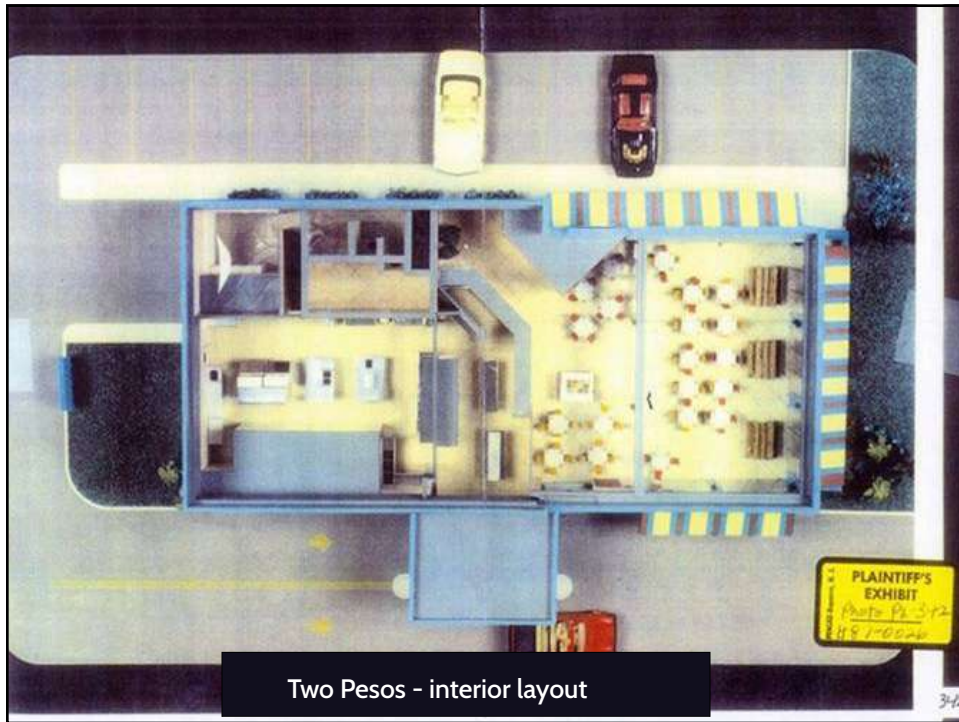








Taco Cabana Pesos - interior layout



Two Pesos - interior layout



