

## ARTICLE

### Hashtags Do Not Prevent Likelihood of Confusion

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This article explores the role the inclusion of the hashtag plays in differentiating similar trademarks, following the Trademark Trial and Appeal Board's recent precedential opinion in *In re i.am.symbolic, LLC*. The opinion held that the use of a hashtag plays a functional role in facilitating searches on social media platforms and "generally adds little or no source identifying distinctiveness to a mark."

Read "[Hashtags Do Not Prevent Likelihood of Confusion](#)" in its entirety.

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