

## House Mark Distinguishes Secondary Mark

Published in *Managing Intellectual Property*

November 2013

This article discusses the practice of utilizing house marks along with multiple secondary marks and explores a recent decision by the US District Court for the Southern District of New York involving a trademark dispute between Kate Spade and Saturdays Surf.

---

### CONTACTS

For more information, contact your Katten attorney or any of the following attorneys.



**Karen Artz Ash**

+1.212.940.8554

[karen.ash@katten.com](mailto:karen.ash@katten.com)



**Bret J. Danow**

+1.212.940.6365

[bret.danow@katten.com](mailto:bret.danow@katten.com)

Attorney advertising. Published as a source of information only. The material contained herein is not to be construed as legal advice or opinion.

©2025 Katten Muchin Rosenman LLP.

All rights reserved. Katten refers to Katten Muchin Rosenman LLP and the affiliated partnership as explained at [katten.com/disclaimer](https://katten.com/disclaimer).