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Don't Delay Filing Intent-to-Use Applications

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This article discusses a decision issued by the US Patent and Trademark Office's Trademark Trial and Appeal Board (TTAB) in *Blast Blow Dry Bar v. Blown Away d/b/a Blast Blow Dry Bar*, which highlighted the importance for new businesses to seek protection of marks that they plan on adopting as early as possible.

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



Bret J. Danow +1.212.940.6365 bret.danow@katten.com

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