

ARTICLE



What to Know About Geographic References

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When contemplating the expansion of a brand into the United States marketplace, foreign trade mark owners often want to take advantage of the panache and elegance that American consumers typically associate with foreign locations. In order to maintain the commercial impression of a particular brand with a foreign manufacturer, brand owners often create a new composite mark that combines their brand with a geographic designation such as "Milan", "Paris" or "London". These geographic references may help establish consumer association for the brand and may help distinguish the brand from third party marks.

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