



Amanda Marston

Associate
303.473.2712
Boulder
anmarston@hollandhart.com



Hope Hamilton

Partner
303.473.4822
Boulder
hihamilton@hollandhart.com

Lessons from GRUYERE: A Roadmap for Proving Genericness from the TTAB

Publication — 09/06/2020

IPWatchdog.com

This article originally appeared in the [Sept. 6, 2020](#) online edition of [IPWatchdog.com](#), an online Intellectual Property Journal.

“Although this decision is not monumental, it is instructive. Evidence of consumer perception goes a long way, but when the perception pervades governmental definitions and documents, it makes the evidence that much stronger.”

Following the widely discussed [BOOKING.COM Supreme Court genericness case](#), the Trademark Trial and Appeal Board (Board) took up a genericness case of its own. [Int'l. Dairy et al. v. Interprofessionnel du Gruyère](#) addresses whether a geographic certification mark for GRUYERE is generic for cheese or eligible for registration as a certification mark.

In addition to providing an extensive roadmap for how to prove a genericness claim, the case may also be of interest to food and beverage industry applicants seeking to obtain and enforce certification marks.

Please click [here](#) to read the full article: [Lessons from GRUYERE: A Roadmap for Proving Genericness from the TTAB](#).

About the Authors:

Partner [Hope Hamilton](#) and Associate [Amanda Marston](#) practice at Holland & Hart LLP in Boulder, Colorado. Both specialize in providing a full spectrum of trademark and copyright services, including comprehensive counseling, strategic advice, enforcement, and litigation.