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

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“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.

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