

## Trademark Protection & Registration

Securing and enforcing trademarks can improve a business' market share, promote brand recognition, generate licensing income, and boost goodwill. Additionally, properly registering your trademarks can substantially protect your business as well as your customers from competitors, knock-offs, counterfeiters, and other bad actors.

Patterson is committed to helping our clients identify and protect their core trademarks. Whether your business is launching its first product or manages a global product portfolio with associated trademarks and service marks, our firm can help you tailor and enforce a trademark protection strategy to protect your business locally and worldwide.

[Patterson Intellectual Property Law](#) is pleased to announce the following recently issued [trademark](#) registrations obtained for our clients:

[U.S. Trademark Registration No. 6,411,515](#) for "CANBUCK\$" registered July 6, 2021 to Ambest, Inc. of Brentwood, Tennessee. First used in commerce on March 23, 2017, in Class 35: Arranging and conducting incentive reward programs to promote the sale of truck stop services, travel center services and fuel stop services.

[U.S. Trademark Registration No. 6,406,655](#) for "URBAN GRUB" registered July 6, 2021 to Urban Grub Holdings, L.L.C. of Nashville, Tennessee. First used in commerce on April 20, 2012, in Class 43: Restaurant and bar services.

[U.S. Trademark Registration No. 6,420,847](#) for "INTELLI-LIFT" registered July 13, 2021 to Magnetek, Inc. of Menomonee Falls, Wisconsin. First used in commerce on December 4, 2020, in Class 9: Electronic control systems for overhead cranes.

[U.S. Trademark Registration No. 6,421,266](#) for "TIDY TONGUE" registered July 13, 2021 to Noho Dental, Inc. of Nashville, Tennessee. First used in commerce on May 3, 2021 in Class 10: Tongue scrapers.

[U.S. Trademark Registration No. 6,421,960](#) for "T" registered July 13, 2021 to Noho Dental, Inc. of Nashville, Tennessee. First used in commerce on May 3, 2021 in Class 21: Toothbrushes, electric.

[U.S. Trademark Registration No. 6,429,187](#) for "EVA" registered July 20, 2021 to EVAmore, Inc. of Nashville, Tennessee. First used in commerce on January 11, 2020 in Class 42: Providing an interactive website featuring technology that enables users to manage, book, reserve, hire, retain, contract or otherwise employ people, businesses, or entities.