

DISTINCTIVE TRADEMARKS

LEAST
DISTINCTIVE

DESCRIPTIVE

Cold Ice
Cream

WORDS THAT
DESCRIBE PRODUCT

SUGGESTIVE
AIRBUS

WORDS THAT CONNECT TO
SOME ASPECT OF PRODUCT

ARBITRARY
 Apple

REAL WORDS THAT HAVE
NOTHING TO DO WITH
PRODUCT

COINED


MADE UP TERMS
WITH NO CONNECTION
TO PRODUCT

MOST
DISTINCTIVE