

**Class 11a: The Boulder Restaurant Trademark Distinctiveness Game and Extravaganza**

Generic ← Cafe Food Does the Composite help?

Fanciful

Arbitrary

Descriptive

Suggestive



The funny "fight" with Boulder Chili

Boulder Chili

They serve spicy pickles.



What about "The Med"?



But can't stop later Cafes in Boulder from using "Boulder" in a descriptive, non-confusing sense.



But can't stop later "Carelli's" from using their name in a non-confusing, descriptive sense.

THE KITCHEN



Doctrine of Foreign Equivalents  
In Italian, in the Friuli region of Italy, friendly and informal gathering place for a meal and a bottle of wine.



Matters that the address is 1011 Walnut?

