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Trademarks and the COVID-19 Pandemic: An Empirical Analysis of Trademark Applications Including the Terms "COVID," "Coronavirus," "Quarantine," "Social Distancing," "Six Feet Apart," and "Shelter in Place"

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**TRADEMARKS AND THE COVID-19 PANDEMIC: AN
EMPIRICAL ANALYSIS OF
TRADEMARK APPLICATIONS INCLUDING THE TERMS
“COVID,” “CORONAVIRUS,” “QUARANTINE,” “SOCIAL
DISTANCING,” “SIX FEET APART,” AND “SHELTER IN
PLACE”**

*Irene Calboli**

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ABSTRACT

True to its nature as a (hopefully) once in a lifetime event, the COVID-19 pandemic has led to a tsunami of trademark applications. These include the terms “COVID,” “Coronavirus,” and other medical and pandemic-management related terms. This unprecedented number of applications has been highlighted by several commentators in general terms in the past months. This Article examines these applications in detail. Notably, the Article presents the first and most complete survey of the applications filed between the onset of the pandemic and the end of 2020, which include the following terms: “COVID,” “Coronavirus,” “Quarantine,” “Social Distancing,” “Six Feet Apart,” and “Shelter in Place.” The author chose to include four additional terms related to the pandemic besides “COVID” and “Coronavirus” to illustrate the broader effects of the pandemic on the trademark application process. The Article proceeds as follows: Section II describes the methodology used to collect and examine the relevant “COVID-19 related” applications; Section III presents the data with specific details regarding the products for which the applications have been filed, the type of filing entities, the legal basis for filing, and the date of filing throughout the relevant

period—the year 2020; Section IV elaborates on the distinct legal challenges that the “COVID-19 related” applications may face in order to be registered, notably the possibility that the signs are found to be descriptive, generic, or misleading, or cannot function as marks; Section V concludes and compares the data related to these applications with previous filings for signs including terms related to past sensational events, including pandemics. This comparison shows that the numbers of “COVID-19 related” applications are much higher than the filings submitted in the past. Moreover, 2020 saw a large increase in the numbers of trademark filings including other medical terms. This again illustrates the catalyst effect of the COVID-19 pandemic on the trademark application system. For the interest of the readers, the Article includes the complete dataset presented as Appendix.

I. INTRODUCTION

Trademark applications for signs including terms related to sensational events are a common occurrence. In some instances, these applications are filed to register signs that are used to identify the commercial source of products. However, from the records in the Trademark Electronic Search System (TESS) of the United States Patent and Trademark Office (USPTO), it seems that many of these applications are filed for signs that are used as ornaments for apparels, hats, mugs, and other products. Be it for signs including terms such as “9/11,” to “Katrina,” to “Black Lives Matter,” applicants attempt to capitalize on sensational events by securing trademark rights in these words and thus excluding others from using them.¹ Ultimately, a relevant part of these applications is rejected because the terms at issue are found not to function as trademarks or because they are generic, descriptive, or misleading as to the origin or qualities of the products. Likewise, applicants frequently abandon some of these applications during the examination process. However, this process takes several months to complete. During this time,

1. These applications are generally referred to as “opportunistic.” *See, e.g.,* Brian Focarino, *Social Media and the Rise of Opportunistic #Trademark Filings*, IPWATCHDOG.COM (Apr. 14, 2016), <https://www.ipwatchdog.com/2016/04/14/social-media-and-the-rise-of-opportunistic-trademark-filings/id=68229/> [https://perma.cc/2PFM-7T2L]. *See also* Lee B. Burgunder, *Opportunistic Trademarks of Slogans: It’s No Clown Issue, Bro*, 31 CARDOZO ARTS & ENT. L. J. 769, 799 (2013). This Article does not directly elaborate on the criticism towards this type of application. However, the data presented illustrate the problems that these applications entail for the trademark system, particularly considering the extensive resources that are necessary to examine the large number of COVID-19-related applications submitted to the USPTO.

new sensational events occur, and new applications are filed. So, the cycle continues.

The most recent, and perhaps extraordinary, example of this phenomenon is the COVID-19 pandemic.² True to its nature of a (hopefully) once in a lifetime event, the COVID-19 pandemic has led to a tsunami of trademark applications including the terms “COVID,”³ “Coronavirus,” and other medical and pandemic-management related terms. This unprecedented number of applications has been highlighted by several commentators in legal magazines.⁴ In this Article, I examine these applications in detail. Notably, I survey the applications filed between the onset of the pandemic and the end of 2020, which include the following terms: “COVID,” “Coronavirus,” “Quarantine,” “Social Distancing,” “Six Feet Apart,” and “Shelter in Place.” The choice to include four additional terms related to the pandemic besides “COVID” and “Coronavirus” was made to illustrate the broader effects of the COVID-19 pandemic on the trademark application process.

In Section II, I describe the methodology used to collect and examine the relevant COVID-19-related applications. For interested readers, the complete dataset is published as an Appendix to the Article. In Section

2. The name of the virus responsible for the pandemic is “severe acute respiratory syndrome coronavirus 2” or “SARS-CoV-2.” The name of the disease caused by the virus is “COVID-19”, which is the acronym for “coronavirus disease 2019.” The name SARS-CoV-2 was given by the International Committee on Taxonomy of Viruses (ICTV) following recommendations of its Coronaviridae Study Group. The name “COVID-19” was given by the World Health Organization (WHO), which publishes the official names of diseases in the International Classification of Diseases. *Styling COVID-19 and Related Terms*, CMOS SHOP TALK (Apr. 21, 2020), <https://cmosshoptalk.com/2020/04/21/styling-covid-19-and-related-terms/> [<https://perma.cc/8MV2-8V32>].

3. The word “COVID” is spelled with all capitals in this Article following the style of the Chicago Manual, which retains capital letters in acronyms. *Id.*

4. See Margo Cruz, *Opportunistic Applications: An Analysis of Coronavirus-Related Trademarks*, ALT LEGAL (Mar. 25, 2020), <https://blog.altlegal.com/alt-legal-ip-docketing-blog/covid-coronavirus-trademarks> [<https://perma.cc/7PB8-B6V3>]; Rebecca Anderson-Smith, *Countering the Inevitable Flood of COVID-19 Trademark Applications*, WORLD TRADEMARK REV. (Apr. 17, 2020), <https://www.worldtrademarkreview.com/coronavirus/countering-the-inevitable-flood-of-covid-19-trademark-applications> [<https://perma.cc/PW9Q-PJD5>]; Joshua Jarvis, *CORONASPLOITATION-19: A Brief Survey of Recent COVID-19-Related Trademark Applications*, JDSUPRA (Apr. 8, 2020), <https://www.jdsupra.com/legalnews/coronasploitation-19-a-brief-survey-of-91445/> [<https://perma.cc/N2HX-SYUZ>]; Ananya Bhat, *Large Growth in COVID-19 or CORONA Related Trademark Applications*, LEXOLOGY (May 6, 2020), <https://www.lexology.com/library/detail.aspx?g=355b8a76-dc3a-4bb8-8e6c-9fb391fa9a5c> [<https://perma.cc/RK8F-Q6RN>]; Ronald D. White, *COVID Couture. Covidiot. Coronavirus Trademark Hopefuls Flood Patent Office*, L.A. TIMES (June 17, 2020), <https://www.latimes.com/business/story/2020-06-17/coronavirus-outbreak-trademark-applications> [<https://perma.cc/MH27-FXE6>].

III, I present the data with specific details regarding the products for which the applications have been filed, the type of filing entities, the legal basis for filing, and the date of filing throughout the relevant period—the year 2020. In Section IV, I elaborate on the distinct legal challenges that COVID-19 related applications may face in order to be registered, notably the possibility that the signs are found to be descriptive, generic, or misleading, or cannot function as marks. I also anticipate that, based on these challenges, a large number of applications may be rejected. In Section V, I conclude the Article and compare the data presented with previous filings including terms related to past sensational events, including pandemics. This comparison confirms that the numbers of COVID-19-related applications are considerably higher. Moreover, 2020 saw a large increase in all the applications including medical terms, not only those analyzed in details this Article. This again illustrates the catalytic effect of the COVID-19 pandemic on the number of trademark filings in 2020.

II. METHODOLOGY TO CREATE AND ANALYZE THE DATASET

The data analyzed in this Article are based on an originally developed dataset, which I created by manually retrieving the USPTO's administrative records for the trademark applications including the terms at issue, which are recorded in the TESS.⁵ In general, the TESS contains records of all active and inactive trademark applications and registrations.⁶ Searches within the TESS can be conducted for “Basic Word Mark” and “Word and/or Design Mark.”⁷ When searching for word marks, searches can be based on a single word or a combination of words, the registration or serial number of a mark, the mark owner's name and address, or all of these fields combined.⁸ A word search can also be

5. See *infra* Appendix. The TESS is available to the public through the USPTO website. See *Trademark Electronic Search System*, USPTO, <http://tmsearch.uspto.gov> [<https://perma.cc/YF5P-S686>]; *Using the Trademark Electronic Search System*, USPTO, <https://www.uspto.gov/trademarks-application-process/searching-trademarks/using-trademark-electronic-search-system> [<https://perma.cc/5N6E-74R8>].

6. See *Trademark Electronic Search System*, *supra* note 5.

7. See *Using the Trademark Electronic Search System*, *supra* note 5 (providing instruction about the following types of searches: “Basic Word Mark Search,” “Words and/or Design Mark Search (Structured),” and “Word and/or Design Mark Search (Free-Form)”). In this Article, I use the words “trademark” and “mark” interchangeably when referring to the signs, symbols, and other indicia that can be registered as trademarks based on U.S. law.

8. These specific searches were conducted through the search system provided in the TESS at <http://tmsearch.uspto.gov> [<https://perma.cc/YF5P-S686>]. From the home page, users can select “Basic Work Mark Search (New User),” enter the relevant search term into the “Search Term” box,

broadened to search phonetically equivalent marks using a variety of search techniques.⁹

In order to collect the data presented in this Article, I first completed the TESS' required basic form online and conducted individual searches for recorded applications, which include the following (single or combined) terms: "COVID," "Coronavirus," "Quarantine," "Social Distancing," "Six Feet Apart," and "Shelter in Place."¹⁰ To retrieve the entries, I selected "combined word marks" and limited the search to the precise words entered, without expanding to phonetically equivalent or similar terms.¹¹ As mentioned, I selected the six terms at issue, which include terms beyond those related to the disease and the virus—"COVID" and "Coronavirus"—in order to assess the general interest, by businesses and individuals, to file trademark applications related to the management of the COVID-19 pandemic. Notably, terms rarely used before by the public, such as "Quarantine," "Social Distancing," "Six Feet Apart," and "Shelter in Place," became part of our daily language in March 2020,¹² and in turn, the subject of a substantial number of trademark applications.¹³

Second, I classified the entries that I retrieved for each of the COVID-19-related applications based on the following categories: 1) the mark as listed in the application; 2) the application's serial number; 3) the mark's registration number (when available); 4) the filing entity; 5) the description of the goods and/or services; 6) the International Class(es)

choose the field "Combined Word Mark," and select the option for both live and dead marks. Finally, after selecting "Submit Query," users will be presented with the results of the search. *See id.*

9. *Id.*

10. These searches were conducted by entering the relevant words in the TESS "Search Term" box, (by entering the terms for a search for "Combined Word Mark" "Live and Dead" for each of the relevant terms "COVID," "Coronavirus," "Quarantine," "Social Distancing," "Six Feet Apart," and "Shelter in Place"). *See id.*

11. The searches retrieved, at large, "standard character marks." However, a small number of recorded entries also include design and marks including graphic elements. This Article focuses, however, on the literary elements of the applications analyzed.

12. *See* Kathy Katella, *Our New COVID-19 Vocabulary—What Does It All Mean?*, YALE MED. (Apr. 7, 2020), <https://www.yalemedicine.org/news/covid-19-glossary> [<https://perma.cc/2QYW-4B5K>]. Notably, the term "quarantine" refers to the precautionary confinement necessary for those who have been exposed to a COVID-19 patient or are likely to have been exposed, such as travelers from areas with a high number of contagions. The term "social distancing" refers to the act of maintaining a safety distance as a measure to contain the spreading of COVID-19. The term "six feet apart" refers to the measurement that health experts recommend keeping between individuals in order to practice effective "social distancing." The term "shelter-in-place" defines a type of government order that mandates the populations to stay in their homes and leave only for essential needs. Several of these orders were issued in the United States in Spring 2020.

13. *See infra* Section III.

listed; 7) the legal basis for filing; 8) if the application/mark is “live” or “dead”; and 9) the date of filing. As part of this process, I personally reviewed each application by opening the relevant documents, which are stored and made available to the public through the USPTO’s Trademark Status and Document Retrieval (TSDR) database.¹⁴ As I explain in Section III, I also divided the applications into four specific groups based on the type of products: medical and pandemic management-related products; pandemic-unrelated products; merchandising and promotional products; and applications for merchandising and other products listed in applications including slurs.¹⁵

On the other hand, the data presented in this Article do not include information related to the life cycle of the applications after the submission. Notably, upon receipt of an application, the USPTO conducts a review to verify the several basic requirements: a) the legal name of the applicant; b) a name and address for correspondence; c) a depiction of the mark; d) a list of the goods and services for which protection is sought; and e) the filing fee for the class(es) of goods and services indicated in the application.¹⁶ If the application fulfils these requirements, it is entered into the TESS and proceeds to be examined.¹⁷ Generally, the USPTO assigns applications to examiners randomly and in the order in which applications are received.¹⁸ If an application complies with the necessary requirements,¹⁹ it is published for opposition.²⁰ If no opposition is raised, or an opposition is successfully overcome, the mark is registered.²¹ To the contrary, an application can be rejected because the proposed sign creates

14. The Trademark Status and Document Retrieval (TSDR) provides the electronic file history of each trademark application. All correspondence related to a particular application can be found on the TSDR. The TSDR can be accessed from the TESS by conducting a search in the TESS, choosing a particular application, and clicking the TSDR button in the top left corner. <http://tsdr.uspto.gov/> [<https://perma.cc/6DU5-WHZ3>].

15. The reason for a specific category of products listed in applications including slurs is due to the recent changes in U.S. trademark law, under which the registration of signs which comprise of slurs is now allowed, as opposed to in the past. See Section IV.D. for a comprehensive discussion.

16. 37 C.F.R. § 2.21(a) (2021); TMEP § 818 (Oct. 2018).

17. If not submitted earlier, an applicant will be asked to provide proof of citizenship or state of incorporation, an address, a legal basis for filing, an affidavit or declaration of use, a specimen of the mark in use, and the applicant’s signature. 37 C.F.R. § 2.32 (2021).

18. See TMEP § 702.01 (Oct. 2018).

19. 15 U.S.C. § 1062 (2018). See Stuart J. H. Graham, Galen Hancock, Alan C. Marco & Amanda Myers *The USPTO Trademark Case Files Dataset: Descriptions, Lessons, and Insights*, USPTO (2013), <https://ssrn.com/abstract=2188621> [<https://perma.cc/9UL4-2UT9>].

20. 15 U.S.C. § 1062 (2018); 37 C.F.R. § 2.80 (2021); TMEP § 1502 (Oct. 2018).

21. 15 U.S.C. § 1062 (2018); TMEP § 818 (Oct. 2018). At that time, the mark must be in use and will need to continue to be in use to be later renewed. 15 U.S.C. § 1058 (2018); TMEP § 1604 (Oct. 2018). See *infra* Section III.D.

a “likelihood of confusion” with previously registered or used marks, or because it is, *inter alia*, generic, merely descriptive, or deceptive.²² Examiners can also reject an application because the proposed sign is used as an ornament and does not function as a mark.²³ If an application has been filed on the basis of intent-to-use, the applicant should file a statement of use before the USPTO registers the mark.²⁴

Overall, the process of examining a trademark application may take anywhere from several months to more than a year depending if the application needs to be amended or clarified based on the instructions of the examiners or in the case of an opposition.²⁵ Due to the “extraordinary situation” surrounding the COVID-19 pandemic and the urgent need to develop medical products and services to combat the virus, the USPTO authorized a procedure to petition to advance the initial examination of trademark applications that qualify for COVID-19-related medical procedures and services.²⁶ If the petition is granted, the applicant will immediately be assigned an examiner, and the examination process will be expedited by about two months.²⁷

At the time of writing this Article, it was not possible to conduct a comprehensive analysis of the various steps of the examination process of the COVID-19-related applications examined because the majority of these applications are at the early stage of examination. Only a few signs have been registered.²⁸ In a few cases, non-final office actions have been

22. A sign will also not be registered if it is merely a geographic name or a surname, a municipal, state or national insignia, or is the name, likeness, or signature of a living person used without their consent. *See* 15 U.S.C. § 1052 (2020); TMEP § 1200 (Oct. 2018).

23. 15 U.S.C. § 1051 (2018); TMEP § 904.07(a) (Oct. 2018); TMEP § 1202.02 (Oct. 2018); *In re Peace Love World Live, LLC*, 127 U.S.P.Q.2d (BNA) 1400, 1403 (T.T.A.B. 2018) (the phrase “I LOVE YOU” on a bracelet was merely ornamental); *In re Volvo Cars of North America Inc.*, 46 U.S.P.Q.2d 1455 (T.T.A.B. 1998) (“DRIVE SAFELY” is a commonplace phrase that does not function as a mark).

24. 15 U.S.C. § 1051(b)(3)(B) (2018); 37 C.F.R. § 2.33 (2021); TMEP § 1101 (Oct. 2018).

25. USPTO, PROTECTING YOUR TRADEMARK: ENHANCING YOUR RIGHTS THROUGH FEDERAL REGISTRATION, 33 (2020), <https://www.uspto.gov/sites/default/files/documents/Basic-Facts-Booklet.pdf> [<https://perma.cc/5Q5Z-U6U4>].

26. Letter from Andrei Iancu, Under Secretary of Commerce for Intellectual Property and Director of the United States Patent and Trademark Office (June 1, 2020) (on file at <https://www.uspto.gov/sites/default/files/documents/TM-COVID-19-Prioritized-Examination.pdf>). For applications related to these products, the USPTO will also waive the fee for the petition to further expedite the examination process. *Id.* Applications and petitions should be filed through the Trademark Electronic Filing System (TEAS) at <http://www.uspto.gov>. *Id.*

27. *Id.*

28. As of December 31, 2020, 4 applications have been registered for the term “COVID”: COVID-ONESWAB, Registration No. 6,230,465, for diagnostic kits; COVID-ONESWAB, Registration No. 6,224,097, for diagnostic kits; COVID-ONESWAB, Registration No. 6,224,096, for diagnostic kits; and COVID-19 TAX AMNESTY PROGRAM, Registration No. 6,155,584, for tax

sent to the applicants to amend the applications.²⁹ Lastly, in a limited number of cases, the applications have been abandoned.³⁰ Accordingly, in this Article I focus my analysis only on the applications as filed, as these are the only data that could be comprehensively gathered from the TESS.

In particular, I analyze these applications under several perspectives. First, I highlight the categories of products for which they been filed, based on the goods and services listed. These categories are: 1) medical and pandemic-related products; 2) unrelated products; 3) merchandising and promotional products; and 4) applications for signs including slurs used to identify promotional and other products. Second, I present the data related to the actual goods and/or services for which each application has been filed, based on the Nice Classification of Goods and Services.³¹ Third, I illustrate the type of filing entities—corporations, limited liability companies, individuals, etc.—in general for the whole group of applications, and specifically based on the type of products and the type of filing entities. Fourth, I present data related to the legal basis of filing.

planning services. Note that the first 3 registrations belong to the same company and are three different iterations of the same term with different fonts and color in the respective registrations. Two applications have been registered for the term “Shelter in Place,” but none in 2020. The largest number of applications that have been registered are for the term “Quarantine” at 11 applications, 1 of which was in 2020, QUARANTINE KITCHEN, Registration No. 6,204,163, for educational and entertainment services.

29. A few examples of office actions related to the analyzed dataset include (from the record entered until December 31, 2020) “Notification of Non-Final Action” for the applications such as CORONAVIRUS SURVIVOR, U.S. Trademark Application Serial No. 88/836,091 (filed Mar. 16, 2020) or QUARAN-TEEN, U.S. Trademark Application Serial No. 88/883,902 (filed Apr. 23, 2020). A non-final action is an action that raises a problem with the application for the first time. If the applicant responds and clarifies the issue within six months, the application can still proceed toward registration. See *Responding to Office Actions*, USPTO, (Apr. 9, 2020), <https://www.uspto.gov/trademarks-maintaining-trademark-registration/responding-office-actions> [<https://perma.cc/E27M-MWMQ>]; *Timeliness for the Trademark Application and Post-Registration Process*, USPTO, (Feb. 21, 2019), <https://www.uspto.gov/trademark/trademark-timelines/trademark-application-and-post-registration-process-timelines> [<https://perma.cc/SH67-HNDM>].

30. Abandoned applications are applications that are no longer pending and can no longer be registered. Abandonment can result from failure to respond to an office action within the required time frame, usually six months. In that case, the applications is abandoned and a notice of abandonment is issued. Applicants can file a petition to revive the application once it has been deemed abandoned. If this petition is denied, they may re-file a new application and restart the application process from the beginning. *Abandoned Applications*, USPTO, (Oct. 26, 2020), <https://www.uspto.gov/trademarks-application-process/abandoned-applications> [<https://perma.cc/9JF8-CJ47>].

31. Since September 1, 1973, the USPTO has classified goods and services according to the International Classification of Goods and Services under the Nice Agreement (the so-called “Nice Classification”). *About the Nice Classification*, WIPO, <https://www.wipo.int/classifications/nice/en/preface.html> (last visited Jan. 5, 2021) [<https://perma.cc/RHB5-DWWZ>] [hereinafter *Nice Classification*].

Fifth, I divide the applications based on the filing date throughout the various months of the year 2020.

Finally, to contextualize the findings presented in the Article, I compare the COVID-19-related applications with two additional groups of applications based on additional searches in the TESS. The first group refers to trademark applications which include terms related to past tragic events, including previous pandemics, and specifically: “9/11,” “War on Terror,” “Katrina,” “Ebola,” “Bird Flu,” and “HIV/AIDS.”³² The second group refers to applications that include additional medical terms, which have almost become mainstream terms in the past year. These terms are: “Mask,” “Immunity,” “Antibodies,” “Pandemic,” “Epidemic,” and “Vaccine.”³³ To retrieve the additional data, I again used the TESS’ basic search tool. The data gathered from these additional searches are limited to the number of filings recorded until December 31, 2020 and do not analyze all details related to the applications. Still, the comparison confirms the unprecedented impact of the COVID-19 pandemic also on the trademark system. In particular, the filings for the six COVID-19-related applications analyzed largely exceed the applications filed for terms related to previous sensational events and pandemics such as “9/11,” “War on Terror,” “Katrina,” “Ebola,” and “Bird Flu.” The only the exception are the filings using the terms “HIV/AIDS,” whose numbers are closer to the COVID-19-related applications, even though the filings including “HIV/AIDS” were filed throughout many years, and not in just a few months like the COVID-19-related applications. On the other hand, 2020 saw a large increase in the filings including the general medical terms listed above. This again confirms the catalytic effect of the pandemic on the number of applications filed in the U.S. during the past year.

III. EMPIRICAL ANALYSIS OF COVID-19-RELATED TRADEMARK APPLICATIONS

The search for the entries, which have been recorded into the TESS until December 31, 2020, retrieved a total of 782 results for trademark applications including the following terms: “COVID,” “Coronavirus,”

32. See *infra* Section IV; see also *supra* note 5 for instructions on how to run the search for the terms “9/11,” “War on Terror,” “Katrina,” “Ebola,” “Bird Flu,” and “HIV/AIDS.”

33. See *supra* note 5 for instructions on how to run the search for the terms “Mask,” “Immunity,” “Antibodies,” “Pandemic,” “Epidemic,” and “Vaccine”.

“Quarantine,” “Social Distancing,” “Six Feet Apart,” and “Shelter in Place.” These results included both “live” and “dead” applications.³⁴

Not surprisingly, applications including the term “COVID” represent the largest group of filings based on any classification, notably based on the type of products included in the applications, the type of filing entities, the legal basis for filing, and the date of filing. In particular, as of December 31, 2020, a total of 519 applications including the term “COVID” were found from a basic search in the TESS. Interestingly, the second highest number of filings related to applications including the term “Quarantine,” which was included in 121 applications. Searches for the terms “Coronavirus” retrieved 54 applications, whereas searches for the terms “Social Distancing” found 62 applications. A considerably lower number of applications were filed for “Six Feet Apart” and “Shelter in Place,” which received 16 and 10 applications, respectively.

In this Section, I present the data regarding these applications with selected relevant examples based on the methodology outlined in Section II.³⁵ The complete list of applications and related information is available in the dataset published as an Appendix.

A. Trademark Applications Classified by Type of Products

To better understand the impact of the COVID-19 pandemic on the trademark application process I first divided the applications examined based on the type of products, which are listed in the applications. The results obtained from this classification are particularly relevant to illustrate how the applicants use, or intend to use, the proposed signs in the marketplace—in other words, to what extent the applications were filed for reasons related to the COVID-19 pandemic or instead to “opportunistically” exploit the sensationalism surrounding the pandemic.

In particular, I distinguished the trademark applications analyzed based on the following four separate categories: 1) applications filed for

34. Notably, as of December 31, 2020, the following were classified as “dead” in the TESS: 10 applications for signs including the term “COVID,” 1 application for signs including the term “Coronavirus”; 16 applications for signs including the term “Quarantine,” most of which pre-date the year 2020, with only 2 applications from 2020 being classified as dead; 1 application for signs including the terms “Social Distancing”; 2 applications for signs including the terms “Six Feet Apart”; and 4 applications for signs including the terms “Shelter in Place.”

35. In this Article, I refer to the signs included in the trademark applications analyzed using the traditional formatting of all capital letters. See *THE BLUEBOOK: A UNIFORM SYSTEM OF CITATION* T. 1.2, at 239 (Columbia L. Rev. Ass’n et al. eds., 21st ed. 2020). I note, however, that in the applications recorded in the TESS, this rule is not followed consistently. In several instances, the records in the TESS use initial caps only, or no caps, for the sign listed.

medical and pandemic management-related products; 2) applications filed for products unrelated to the pandemic; 3) applications filed for merchandising and promotional products; and 4) applications also filed for merchandising and other products which comprise of slurs. This classification is more general than the classification based on the International Classification, which is presented in Section III.B. However, it offers important insights regarding both the number of applications filed and the types of products listed.

The total number of applications filed for the relevant COVID-19-related terms for the above product categories until December 31, 2020 is summarized in Table 1 and illustrated in Figure 1.

TYPE OF PRODUCTS LISTED IN THE APPLICATIONS	"COVID-19 RELATED TERMS" INCLUDED IN THE APPLICATIONS RECORDED UNTIL 12/31/2020						
	COVID	CORONAVIRUS	QUARANTINE	SOCIAL DISTANCING	SIX FEET APART	SHELTER IN PLACE	TOTAL BY TYPE OF PRODUCTS
Medical & Pandemic-Related Products	209	8	5	9	0	1	232
Unrelated Products	111	10	76	21	4	7	229
Merchandising/Promotional Products	187	35	40	32	12	2	308
Applications Including Slurs	12	1	0	0	0	0	13
TOTAL APPLICATIONS BY TERMS INCLUDED	519	54	121	62	16	10	782

Table 1

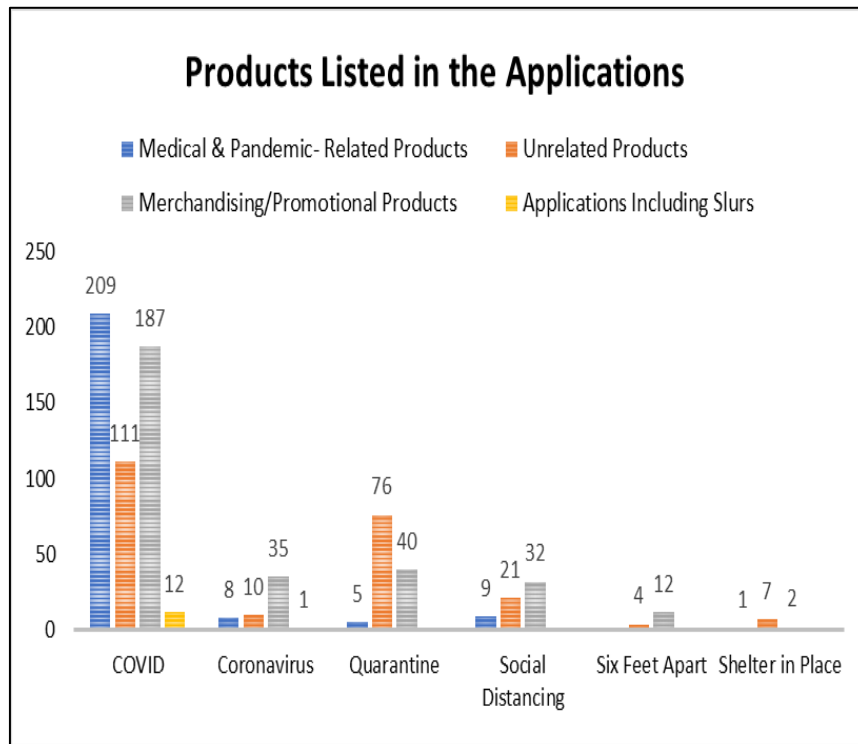


Figure 1

In particular, out of the total 782 applications submitted to the USPTO for the COVID-19-related terms analyzed, 232 applications were filed for products related to medical and pandemic management-related products. These applications include products ranging from COVID-19 testing kits, protective gear such as medical masks, face shields, and other equipment, and software to track and trace the diffusion of the virus amongst the population. As indicated in Table 1, the highest number of applications in this category, 209 applications, refers to applications including the term “COVID.” On the other hand, only 8 applications include the term “Coronavirus,” 5 applications use the term “Quarantine,” 9 applications use the terms “Social Distancing,” and 1 application the terms “Shelter in Place.” No applications in this category were filed for signs including the terms “Six Feet Apart” for these type of products during 2020.

Specific examples of proposed signs that were submitted in this category include: COVIDVAX for vaccine research and development³⁶; COVIDAGE RISK CALCULATOR for a product that calculates risks for complications due to COVID-19;³⁷ COVID-POCXPRESS for a service of providing medical diagnostic kits by a corporation that provides medical diagnostic kits;³⁸ COVID SHIELD for air filters for applying disinfectants;³⁹ COVID NAVIGATOR for an application for screening and monitoring of illness symptoms;⁴⁰ COVID-19 PROOF for antibacterial cleaning products;⁴¹ CORONAVIRUS SURVIVAL GUIDE for magazines related to survival during a pandemic;⁴² CORONAVIRUS FREE for medical compression tights;⁴³ CORONAVIRUS TRACER for computer software design;⁴⁴ POST QUARANTINE STRESS SYNDROME for mental health screening and counseling services;⁴⁵ QUARANTINE for face masks;⁴⁶ HAPPY SOCIAL DISTANCING for protective face masks;⁴⁷ and SOCIAL DISTANCING AWARENESS to provide information in the field of healthcare.⁴⁸

While a large number of applications were filed for medical and pandemic management-related products, an even larger number, a total of 229 applications, were filed for unrelated products. These applications include products such as food, film services, and videogames. Notably, 111 applications including the term “COVID,” 10 applications including the term “Coronavirus,” 76 applications using the term “Quarantine,” 21 applications using the terms “Social Distancing,” 4 applications with the terms “Six Feet Apart,” and 7 applications with the terms “Shelter in Place” were filed in this category for the relevant period of time. Some (including this author) may find these numbers surprising. Notably, one could wonder why applicants want to associate products that are not related to the COVID-19 pandemic with COVID-19-related terms. Still, the large numbers confirm the attractive power that sensational events can

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36. U.S. Trademark Application Serial No. 88/857,477 (filed Apr. 2, 2020).
 37. U.S. Trademark Application Serial No. 88/907,609 (filed May 8, 2020).
 38. U.S. Trademark Application Serial No. 88/846,409 (filed Mar. 24, 2020).
 39. U.S. Trademark Application Serial No. 88,958,574 (filed June 10, 2020).
 40. U.S. Trademark Application Serial No. 90/097,774 (filed Aug. 6, 2020).
 41. U.S. Trademark Application Serial No. 90/177,390 (filed Sept. 13, 2020).
 42. U.S. Trademark Application Serial No. 88/783,939 (filed Feb. 4, 2020).
 43. U.S. Trademark Application Serial No. 88/864,812 (filed Apr. 8, 2020).
 44. U.S. Trademark Application Serial No. 79/290,511 (filed May 12, 2020).
 45. U.S. Trademark Application Serial No. 88/938,192 (filed May 28, 2020).
 46. U.S. Trademark Application Serial No. 88/876,311 (filed Apr. 17, 2020).
 47. U.S. Trademark Application Serial No. 88/926,348 (filed May 20, 2020).
 48. U.S. Trademark Application Serial No. 88/849,568 (filed Mar. 26, 2020).

exercise on public opinion and explains the flurry of trademark applications using terms related to these events not only for related goods or services but also, and even more, for unrelated products. In other words, sensation can sell—or at least applicants think (or hope) so.

Examples of relevant applications in this category include: COVID BLUE for commercial and residential real estate advertising;⁴⁹ COVIDBLAST for a computer game;⁵⁰ COVID SAUCE for coffee, tea, and spices;⁵¹ CORY THE COVID for children’s books;⁵² COVID-KUSH for candies and desserts;⁵³ QUARANFEAST SINCE CORONAVIRUS 2020 for online social networking in the field of food;⁵⁴ NO CORONAVIRUS. . . I’M VACCINATED! for business management services;⁵⁵ QUARANTINE BABY for baby clothes;⁵⁶ QUARANTINE & CREAM filed for body cream;⁵⁷ THE SIX FEET APART EXPERIMENT filed for film entertainment;⁵⁸ SOCIAL DISTANCING filed for personal security alarms;⁵⁹ THE GAME OF SOCIAL DISTANCING filed for board games;⁶⁰ SOCIAL DISTANCING filed for wine;⁶¹ and SHELTER-IN-PLACE filed for board games.⁶²

That sensational events may function as a powerful tool to sell products is further evidenced by the fact that the largest number of applications were filed for merchandising and promotional products. These products include apparels, household items such as coasters, mugs, and glassware, decorations, adhesive stickers, and more. In particular, 308 applications were filed for this category of products. Of this total, 187 applications of those that were filed in the promotional and merchandising products category included the term “COVID,” 35 applications included the term “Coronavirus,” 40 applications included the term “Quarantine,” 32 applications included the term “Social Distancing,” 12 applications included the terms “Six Feet Apart,” and 2 applications included the terms “Shelter in Place.”

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49. U.S. Trademark Application Serial No. 88/845,817 (filed Mar. 24, 2020).
 50. U.S. Trademark Application Serial No. 88/913,406 (filed May 13, 2020).
 51. U.S. Trademark Application Serial No. 88/905,782 (filed May 7, 2020).
 52. U.S. Trademark Application Serial No. 88/901,217 (filed May 5, 2020).
 53. U.S. Trademark Application Serial No. 90/083,209 (filed July 30, 2020).
 54. U.S. Trademark Application Serial No. 88/917,877 (filed May 15, 2020).
 55. U.S. Trademark Application Serial No. 88/898,833 (filed May 3, 2020).
 56. U.S. Trademark Application Serial No. 88/854,108 (filed Mar. 31, 2020).
 57. U.S. Trademark Application Serial No. 88/932,590 (filed May 26, 2020).
 58. U.S. Trademark Application Serial No. 88/912,668 (filed May 12, 2020).
 59. U.S. Trademark Application Serial No. 88/951,227 (filed June 6, 2020).
 60. U.S. Trademark Application Serial No. 88/881,605 (filed Apr. 21, 2020).
 61. U.S. Trademark Application Serial No. 88/855,555 (filed Apr. 1, 2020).
 62. U.S. Trademark Application Serial No. 88/891,255 (filed Apr. 28, 2020).

The following are examples of applications in this category: HERO COVID-19 2020 for lapel pins;⁶³ COVID BEATER for t-shirts;⁶⁴ COVID VS. EVERYBODY for athletic apparel;⁶⁵ COVID-19 VACCINATED for buttons and non-medical face masks;⁶⁶ CLASS OF COVID-19 for sweatpants, sweatshirts, and t-shirts;⁶⁷ #CORONAVIRUS for merchandising and clothing;⁶⁸ 6 FEET APART IS SMART for advertising signs and clothing;⁶⁹ SOCIAL DISTANCING for cups and mugs;⁷⁰ STOP LIGHT SOCIAL DISTANCING for silicone bracelets;⁷¹ THANKS FOR PRACTICING SOCIAL DISTANCING for decals;⁷² YOU SHELTER IN PLACE IT, WE STAY AND FACE IT for t-shirts;⁷³ QUARANTINE OLYMPICS for online events and merchandising;⁷⁴ and MADE IN QUARANTINE for infant and maternity clothing.⁷⁵

Finally, 13 applications were filed in the category of applications including derogatory terms, or slurs, for promotional product and other products. Notably, 12 applications that comprise of slurs⁷⁶ were filed for the term “COVID,” and one for the term “Coronavirus.”⁷⁷ For example, COVIDIOT filed for t-shirts,⁷⁸ COVIDIOTS filed for imprinting on mugs and apparel,⁷⁹ and DON’T BE A COVIDIOT filed for t-shirts, hats, and graphic t-shirts.⁸⁰

Figure 2 illustrates the specific percentage of applications filed in each products category—medical and pandemic management-related

63. U.S. Trademark Application Serial No. 90/019,776 (filed June 25, 2020).

64. U.S. Trademark Application Serial No. 90/010,115 (filed June 19, 2020).

65. U.S. Trademark Application Serial No. 90/018,626 (filed June 24, 2020).

66. U.S. Trademark Application Serial No. 90/166,262 (filed Sept. 8, 2020).

67. U.S. Trademark Application Serial No. 88/842,845 (filed Mar. 20, 2020).

68. U.S. Trademark Application Serial No. 88/872,578 (filed Apr. 15, 2020).

69. U.S. Trademark Application Serial No. 88/850,527 (filed Mar. 27, 2020).

70. U.S. Trademark Application Serial No. 90/096,159 (filed Aug. 6, 2020).

71. U.S. Trademark Application Serial No. 90/073,928 (filed July 26, 2020).

72. U.S. Trademark Application Serial No. 88/942,934 (filed June 2, 2020).

73. U.S. Trademark Application Serial No. 88/853,318 (filed Mayr. 30, 2020).

74. U.S. Trademark Application Serial No. 88/904,767 (filed May 7, 2020).

75. U.S. Trademark Application Serial No. 88/887,352 (filed Apr. 24, 2020).

76. The following are examples of applications related to the term “COVID” including a slur: FXCK COVID-19, U.S. Trademark Application Serial No. 88/835,962 (filed Mar. 16, 2020) filed for hats, t-shirts, and shirts; FCK COVID, U.S. Trademark Application Serial No. 88/895,418 (filed Apr. 30, 2020) filed for merchandise; #F*CK-U-COVID-19, U.S. Trademark Application Serial No. 88,894/583 (filed Apr. 30, 2020) filed for face masks, merchandise, and clothing.

77. The application for the term “Coronavirus” that included a slur is: FXCK CORONAVIRUS, U.S. Trademark Application Serial No. 88/835,992 (filed Mar. 16, 2020) filed for t-shirts and hats.

78. U.S. Trademark Application Serial No. 88/875,925 (filed Apr. 17, 2020).

79. U.S. Trademark Application Serial No. 88/919,504 (filed May 16, 2020).

80. U.S. Trademark Application Serial No. 88/897,876 (filed May 1, 2020).

products, unrelated products, merchandising and promotional products, and applications including slurs—for each of the COVID-19-related terms examined. Some of the noticeable differences emerging from this figure again relate to the number of filings for medical and pandemic management-related products versus other products based on the specific terms. As noted above, applications including the term “COVID” include the highest number of filings that relate directly to the treatment and management of the pandemic.

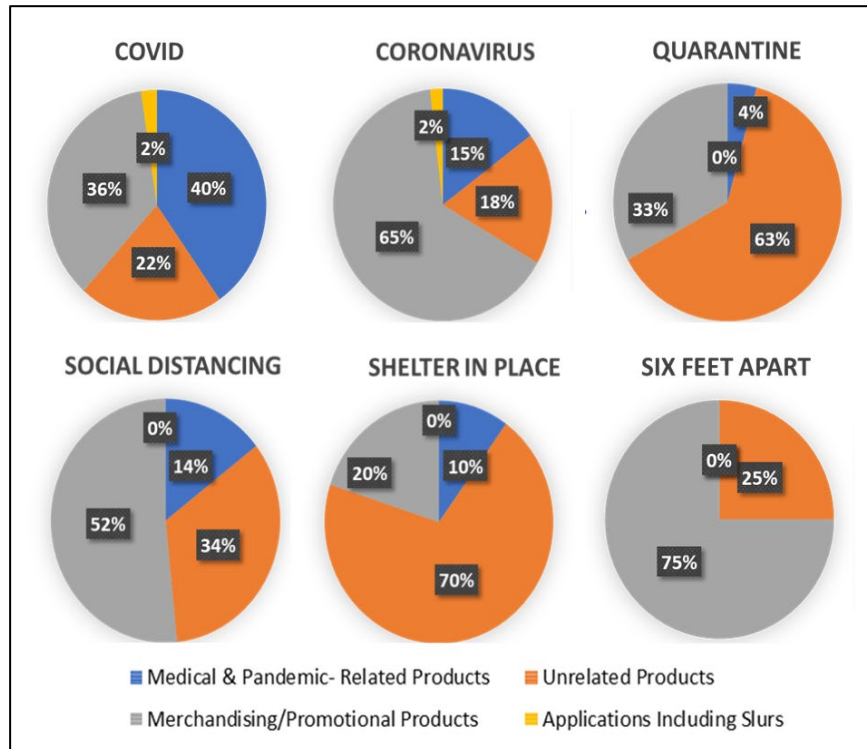


Figure 2

Figure 3 illustrates, on the other hand, cumulatively, the percentages for the entire group of COVID-19-related applications examined for all the relevant terms based on the abovementioned categories of products.

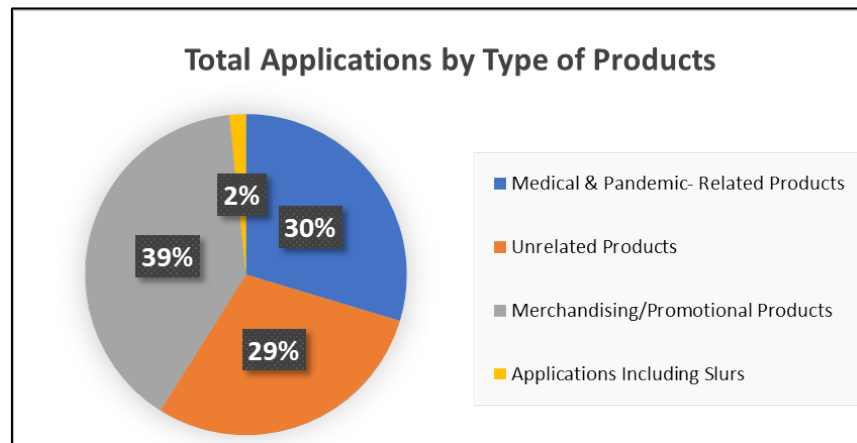


Figure 3

Notably, Figure 3 shows that a large percentage of the applications, 70%, were filed for products not directly related to the pandemic. In particular, 30% were filed for medical and pandemic management-related products. An almost identical percentage, 29%, were filed for the category of unrelated products, while the largest of percentages, 39%, comprises of the number of applications which were filed for merchandising and promotional products. Applications filed for terms including slurs amount to only 2% of the total number of filings.

In addition, these data should be correlated with those presented in Section III.C, which describe the type of filing entities and the relationship between these entities and the type of products for which the applications were filed. Specifically, Section III.C highlights that the majority of applicants for the category of medical and pandemic-related products are limited liability companies and corporations, while individuals, followed by limited liability companies, represent the largest group of filers for merchandising and promotional products.⁸¹ Taken cumulatively, these data prove that a large number of COVID-19-related applications was driven by filings by individuals and small businesses, and for products not directly related to the pandemic.

81. See *infra* Section III.C. See also *infra* Figures 6 & 7. But see Graham, *supra* note 19, at 56–57, Figures 26 and 27 (highlighting that the largest number of trademark applications to the USPTO are filed by corporations for a total of 63.8% until 2012, although this majority has been declining. The second largest group is individuals but constitutes merely 11.8% of the applicants).

B. Trademark Applications Classified by International Class(es)

In order to be considered by the USPTO, trademark applications need to precisely identify the goods and/or services for which they have been filed based on the Nice Classification of Goods and Services.⁸² The Nice Classification includes a total of 45 classes, 34 classes for goods and 11 for services.⁸³ The second set of data that I present in this Article includes the number of applications filed in each class for each of the COVID-19-related applications for the period until December 31, 2020. The data are reported in Table 2.

INTERNATIONAL CLASS NO.	"COVID-RELATED TERMS" INCLUDED IN THE APPLICATIONS (RECORDED UNTIL 12/31/2020)						TOTAL PER CLASS
	COVID	CORONAVIRUS	QUARANTINE	SOCIAL DISTANCING	SIX FEET APART	SHELTER IN PLACE	
Class 1	8	0	0	1	0	0	9
Class 2	0	0	0	0	0	0	0
Class 3	11	1	1	2	0	0	15
Class 4	0	0	1	0	0	0	1
Class 5	59	3	2	0	0	0	64
Class 6	0	0	0	0	0	1	1
Class 7	1	0	0	0	0	0	1
Class 8	1	0	0	0	0	0	1
Class 9	41	3	16	9	0	0	69
Class 10	43	0	3	3	0	0	49
Class 11	6	0	0	0	0	0	6
Class 12	0	0	1	0	0	0	1
Class 13	1	0	0	0	0	0	1
Class 14	21	1	0	1	0	0	23

82. See *Nice Classification*, *supra* note 31.

83. *Id.*

Class 15	0	0	1	0	0	0	1
Class 16	28	2	4	5	3	0	42
Class 17	1	0	0	1	0	1	3
Class 18	3	0	1	0	0	0	4
Class 19	0	0	0	0	0	0	0
Class 20	7	1	0	1	0	0	9
Class 21	10	1	1	2	0	0	14
Class 22	0	0	0	0	0	0	0
Class 23	0	0	0	0	0	0	0
Class 24	0	0	0	1	0	0	1
Class 25	154	36	36	24	9	2	261
Class 26	5	2	0	0	0	0	7
Class 27	1	0	0	0	0	0	1
Class 28	7	0	6	3	0	1	17
Class 29	0	0	1	0	0	1	2
Class 30	2	0	1	0	0	0	3
Class 31	0	0	0	0	0	0	0
Class 32	1	0	5	3	0	0	9
Class 33	0	0	6	1	0	0	7
Class 34	0	0	0	0	0	0	0
Class 35	55	4	5	4	1	2	71
Class 36	15	0	2	0	0	1	18
Class 37	9	0	0	0	0	0	9
Class 38	2	1	4	0	0	0	7
Class 39	5	0	0	0	0	0	5
Class 40	10	2	2	2	1	0	17
Class 41	26	3	34	3	3	2	71
Class 42	66	3	6	1	0	0	76

Class 43	0	0	4	0	1	0	5
Class 44	65	0	3	0	0	0	68
Class 45	19	1	0	1	0	0	21

Table 2

From the numbers presented in Table 2, the following International classes present a considerable number of applications (notably more than 20 per each class): Classes 5, 9, 10, 14, 16, 25, 35, 36, 41, 42, 44, and 45. On the other hand, no applications were filed at all, for the relevant period, for the following Classes: 2, 19, 22, 23, 31, and 34. The distribution of applications across the 45 International Classes is additionally illustrated in Figure 4.

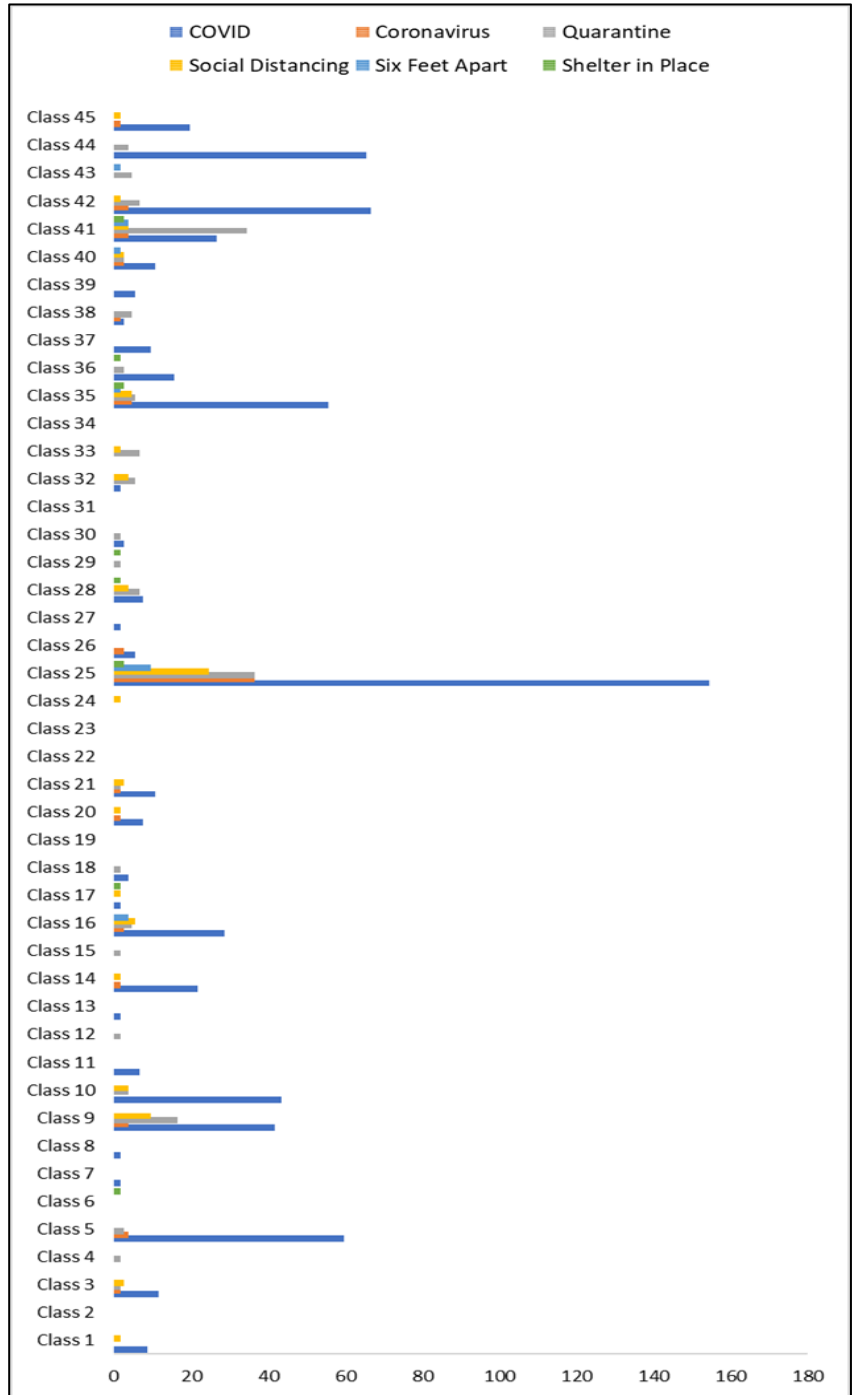


Figure 4

In particular, 64 applications were filed for goods in Class 5, which includes pharmaceuticals and other preparations for medical purposes.⁸⁴ Fifty-nine applications were filed for signs including the term “COVID,” 3 applications for signs including “Coronavirus,” and 2 applications for signs including the term “Quarantine.” The following are examples of applications filed for products in Class 5: COV-CHEK filed for an application to produce diagnostic reagents for scientific, clinical, or medical laboratory uses;⁸⁵ COVID DEFENSE SYSTEM for disinfectants for sanitary purposes;⁸⁶ THE CORONAVIRUS BLUES for gel capsules intended to reduce symptoms of psychological issues;⁸⁷ and QUARANTINE CLEAN for antibacterial gel and disposable wipes.⁸⁸

A slightly higher number of applications, 69 in total, were filed for goods in Class 9, which includes apparatus and instruments for scientific and research purposes, audiovisual technology equipment, and safety equipment, but also a variety of additional electronic products.⁸⁹ Notably, 41 applications filed in this Class included the term “COVID,” 3 applications included “Coronavirus,” 16 included “Quarantine,” and 9 included “Social Distancing.” These applications include examples such as: COVIDNOW for mobile applications for use by medical professionals;⁹⁰ THE COVID-19 REPORT for electronic newsletters;⁹¹ CORONAVIRUS TRACER for computer programs and software applications;⁹² SOCIAL DISTANCING for software for mobile devices to assisting in determining distance between users;⁹³ and QUARANTINE COVID for online training videos for personal use of protective equipment.⁹⁴

Forty-nine applications were filed for goods in Class 10, which includes medical instruments used to treat persons or animals.⁹⁵ Forty-three applications were filed for signs including the term “COVID,” 3 applications for signs including “Quarantine,” and 3 applications for signs including the term “Social Distancing.” The following are examples of

84. *See Nice Classification, supra* note 31.

85. U.S. Trademark Application Serial No. 90/026,816 (filed June 29, 2020).

86. U.S. Trademark Application Serial No. 90/192,238 (filed Sept. 18, 2020).

87. U.S. Trademark Application Serial No. 88/855,631 (filed Apr. 1, 2020).

88. U.S. Trademark Application Serial No. 88/942,320 (filed June 1, 2020).

89. *See Nice Classification, supra* note 31.

90. U.S. Trademark Application Serial No. 88/858,974 (filed Apr. 3, 2020).

91. U.S. Trademark Application Serial No. 88/851,790 (filed Mar. 28, 2020).

92. U.S. Trademark Application Serial No. 88/910,464 (filed May 11, 2020).

93. U.S. Trademark Application Serial No. 90/012,856 (filed June 22, 2020).

94. U.S. Trademark Application Serial No. 88/958,537 (filed Jun. 10, 2020).

95. *See Nice Classification, supra* note 31.

these applications: COVID-SEROINDEX for medical diagnostic apparatus for testing for viruses;⁹⁶ COVID 19 SCREENING for inhaler and aroma spray kits;⁹⁷ QUARANTINE for face masks;⁹⁸ and SOCIAL DISTANCING INDICATOR for face protective shields.⁹⁹

Twenty-three applications were filed for goods in Class 14, which includes mainly jewelry and goods made with precious metal.¹⁰⁰ Twenty-one of these applications included the term “COVID” while 1 application was filed including each of the terms “Coronavirus” and “Social Distancing.” The following are examples of relevant applications: COVID-19 2020 FRONTLINE HERO THANK YOU FOR YOUR SERVICE COIN for commemorative coins;¹⁰¹ and STOP LIGHT SOCIAL DISTANCING for silicone wristbands in the nature of a bracelet.

Class 16, which encompasses paper and cardboard goods and office materials, received 42 applications.¹⁰² 28 of these applications included the term “COVID” while just 2 included the term “Coronavirus” and 4 the term “Quarantine,” 5 included the term “Social Distancing,” and 3 applications were for the terms “Six Feet Apart.” No application in this class was filed for the terms “Shelter in Place.” Relevant examples of these applications include: COVID CRANKY for decals and other merchandise;¹⁰³ SUPER CALICHE ANTI COVID 19 filed for comics;¹⁰⁴ CORONAVIRUS SURVIVAL GUIDE for magazines related to survival during a pandemic;¹⁰⁵ 6 FEET APART IS SMART for advertising signs;¹⁰⁶ THANKS FOR PRACTICING SOCIAL DISTANCING for decals;¹⁰⁷ FACES OF QUARANTINE for prints, pictures, and art.¹⁰⁸

Class 25, which consists of clothing, footwear, and headwear goods,¹⁰⁹ had the greatest number of applications with a total of 261. Notably, 154 applications were for the term “COVID,” 36 for the term

96. U.S. Trademark Application Serial No. 90/089,958 (filed Aug. 3, 2020).

97. U.S. Trademark Application Serial No. 90/151,555 (filed Sept. 1, 2020).

98. U.S. Trademark Application Serial No. 88/876,311 (filed Apr. 17, 2020).

99. U.S. Trademark Application Serial No. 88/867,736 (filed Apr. 10, 2020).

100. *See Nice Classification, supra* note 31.

101. This mark was filed under both “Coronavirus” and “Quarantine” under the same serial number. *See* U.S. Trademark Application Serial No. 88/919,461 (filed May 16, 2020).

102. *See Nice Classification, supra* note 31.

103. U.S. Trademark Application Serial No. 90/097,022 (filed Aug. 6, 2020).

104. U.S. Trademark Application Serial No. 90/064,577 (filed July 21, 2020).

105. U.S. Trademark Application Serial No. 88/783,939 (filed Feb. 4, 2020).

106. U.S. Trademark Application Serial No. 88/850,527 (filed Mar. 27, 2020).

107. U.S. Trademark Application Serial No. 88/942,934 (filed June 2, 2020).

108. U.S. Trademark Application Serial No. 90/098,041 (filed Aug. 6, 2020).

109. *See Nice Classification, supra* note 31.

“Coronavirus,” 36 for the term “Quarantine,” 24 for the term “Social Distancing,” 9 for the term “Six Feet Apart,” and just 2 applications included the term “Shelter in Place.” The high numbers of applications in this class are hardly surprising considering that, as highlighted above, the highest number of applications were filed for merchandising and promotional products, many of which are apparels. The following are examples of relevant applications in this class: C VID-19 SL YER for clothing, wristbands, and merchandise;¹¹⁰ MERRY COVID CHRISTMAS! for clothing and footwear;¹¹¹ CORONAVIRUS FREE for medical compression tights and hats;¹¹² 6 FEET APART BEATS 6 FEET UNDER for shirts and hats;¹¹³ SOCIAL DISTANCING for clothing;¹¹⁴ YOU SHELTER IN PLACE IT, WE STAY AND FACE IT for garments and clothing;¹¹⁵ and QUARANTINE UNIVERSITY for clothing, footwear, and headwear.¹¹⁶

In Class 35, which includes advertising services, business management, business administration, and office functions, there were 71 applications.¹¹⁷ Fifty-five of these applications included the term “COVID,” 4 included “Coronavirus,” 5 included “Quarantine,” whereas “Social Distancing” had 4 applications, “Six Feet Apart” had 1 application, and 2 applications included “Shelter in Place.” Relevant examples of applications filed in this class include: COVID RISK NAVIGATOR for business consulting and information services;¹¹⁸ COVID CLEAN filed for marketing services;¹¹⁹ CORONAVIRUS TAX AMNESTY PROGRAM for tax planning, advice, information and consultancy services;¹²⁰ SOCIAL DISTANCING CLUB for retail store services for a variety of merchandise;¹²¹ QUARANTINELIFE SHOP for online retail store services;¹²² and A QUARANTINE PRODUCTION for advertising and marketing.¹²³

110. U.S. Trademark Application Serial No. 88/903,924 (filed May 6, 2020).

111. U.S. Trademark Application Serial No. 90/080,719 (filed July 29, 2020).

112. U.S. Trademark Application Serial No. 88/864,812 (filed Apr. 8, 2020).

113. U.S. Trademark Application Serial No. 88/858,890 (filed Apr. 3, 2020).

114. U.S. Trademark Application Serial No. 88/944,901 (filed June 2, 2020).

115. U.S. Trademark Application Serial No. 88/853,318 (filed Mar. 30, 2020).

116. U.S. Trademark Application Serial No. 90/020,567 (filed June 25, 2020).

117. See Nice Classification, *supra* note 31.

118. U.S. Trademark Application Serial No. 90/094,321 (filed Aug. 5, 2020).

119. U.S. Trademark Application Serial No. 88/944,387 (filed June 2, 2020).

120. CORONAVIRUS TAX AMNESTY PROGRAM, Registration No. 88,836,456.

121. U.S. Trademark Application Serial No. 88/852,757 (filed Mar. 30, 2020).

122. U.S. Trademark Application Serial No. 90/121266 (filed Aug. 18, 2020).

123. U.S. Trademark Application Serial No. 88/905,637 (filed May 7, 2020).

Eighteen applications were filed in Class 36, which include services rendered in financial affairs and insurance contract related matters.¹²⁴ Fifteen of these applications were for the term “COVID” while only 2 included the term “Quarantine” and one referred to the terms “Shelter in Place.” Examples of these applications are as follows: COVID CARE for health insurance underwriting;¹²⁵ COVID OFFSET for charitable fundraising services;¹²⁶ IDENTITY QUARANTINE for financial services;¹²⁷ and ALL STATE SHELTER-IN-PLACE PAYBACK for business and final administration products.¹²⁸

Class 41 also received a considerable number of applications: 71 applications. Class 41 consists of education services, entertainment, and sporting and cultural activities.¹²⁹ Twenty-six of the applications were for the term “COVID,” 3 for “Coronavirus,” 34 for “Quarantine,” 3 for “Social Distancing,” 3 for “Six Feet Apart,” and 2 for “Shelter in Place.” Some examples include: STORIES OF COVID for the production of podcasts;¹³⁰ COVID SMART for educational testing services;¹³¹ CORONAVIRUS for audio tapes, t-shirts, live vocals;¹³² SIX FEET APART for entertainment services and live performances;¹³³ SOCIAL DISTANCING for social media, blogs, videos, books, internet and educational and entertainment purposes;¹³⁴ SHELTER IN PLACE for entertainment Services regarding the pandemic and global implications;¹³⁵ and REAL HOUSE HUSBANDS OF QUARANTINE for entertainment information and services.¹³⁶

The second highest number of applications, a total of 76 applications, were filed for Class 42, which relates to scientific laboratory services, engineering, computer programming, architectural services or interior design.¹³⁷ Significantly, 66 of the applications were for the term “COVID,” 3 for the term “Coronavirus,” 6 for “Quarantine,” and just 1 for “Social Distancing.” The following are examples of relevant

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124. See Nice Classification, *supra* note 31.
 125. U.S. Trademark Application Serial No. 90/072,349 (filed July 24, 2020).
 126. U.S. Trademark Application Serial No. 90/069,481 (filed July 23, 2020).
 127. IDENTITY QUARANTINE, Registration No. 3,628,683.
 128. U.S. Trademark Application Serial No. 88/859199 (filed Apr. 3, 2020).
 129. See Nice Classification, *supra* note 31.
 130. U.S. Trademark Application Serial No. 90/045,539 (filed July 10, 2020).
 131. U.S. Trademark Application Serial No. 90/003,496 (filed June 16, 2020).
 132. U.S. Trademark Application Serial No. 88/790,444 (filed Feb. 9, 2020).
 133. U.S. Trademark Application Serial No. 88/906,671 (filed May 8, 2020).
 134. U.S. Trademark Application Serial No. 88/864,329 (filed Apr. 8, 2020).
 135. U.S. Trademark Application Serial No. 88/852,562 (filed Mar. 30, 2020).
 136. U.S. Trademark Application Serial No. 88/949,040 (filed June 4, 2020).
 137. See Nice Classification, *supra* note 31.

applications: COVID-19 LOCAL RISK INDEX for software service providing analysis of infectious disease spread;¹³⁸ COVID19RECIPE for a Twitter feed for sharing food recipes;¹³⁹ COV-BEAT for medical and scientific research in the field of coronavirus and infectious diseases;¹⁴⁰ SOCIAL DISTANCING APP for software development;¹⁴¹ and QUARANTINE & CHILL for clothing.¹⁴²

Class 44 has 68 applications and includes mainly medical and beauty care as well as products and services related to agriculture, aquaculture, horticulture, and forestry.¹⁴³ Sixty-five of the applications were for the term “COVID” while just 3 were for the term “Quarantine.” Examples of applications are the following: COVID POLITICALLY INCORRECT for services providing information in the fields of health and wellness;¹⁴⁴ KEEP ME COVID SAFE for a COVID-19 test kit distributor and testing service;¹⁴⁵ and POST QUARANTINE STRESS SYNDROME for use of software related to electronic mail and other applications.¹⁴⁶

Lastly, 21 applications were filed in Class 45, which includes legal services, security services, and social services.¹⁴⁷ 19 of the applications included “COVID” while the terms “Coronavirus” and “Social Distancing” were included in just 1 application each. Some examples of relevant applications are: POST COVID STRESS DISORDER for charitable services to support black women needing emotional support in the aftermath of COVID;¹⁴⁸ COVID19 EVICTION DEFENSE PROJECT for legal advice for disadvantaged people;¹⁴⁹ QUARANFEAST SINCE CORONAVIRUS 2020 for online social networking in the field of food;¹⁵⁰ and SOCIAL DISTANCING for security services.¹⁵¹

The majority of the applications analyzed were filed for 1 single class of goods or services. This applies in general for all the applications

138. U.S. Trademark Application Serial No. 90/002,046 (filed June 15, 2020).

139. U.S. Trademark Application Serial No. 90/029,309 (filed June 30, 2020).

140. U.S. Trademark Application Serial No. 88/870,071 (filed Apr. 13, 2020).

141. U.S. Trademark Application Serial No. 88/869,826 (filed Apr. 13, 2020).

142. U.S. Trademark Application Serial No. 88/863,111 (filed Apr. 7, 2020).

143. *See Nice Classification, supra* note 31.

144. U.S. Trademark Application Serial No. 90/044,292 (filed July 9, 2020).

145. U.S. Trademark Application Serial No. 90/066,083 (filed July 22, 2020).

146. U.S. Trademark Application Serial No. 88/938,192 (filed May 28, 2020).

147. *See Nice Classification, supra* note 31.

148. U.S. Trademark Application Serial No. 90/010,157 (filed June 19, 2020).

149. U.S. Trademark Application Serial No. 90/162,149 (filed Sept. 6, 2020).

150. U.S. Trademark Application Serial No. 88/917,877 (filed May 15, 2020).

151. U.S. Trademark Application Serial No. 77/054,114 (filed Nov. 30, 2006) (note that this application was filed before the COVID-19 pandemic and today results as “dead” from the records in the TESS).

analyzed and with respect to all the terms: “COVID,” “Coronavirus,” “Quarantine,” “Social Distancing,” “Six Feet Apart,” and “Shelter in Place.” In particular, the largest number of applications, 645 applications, were filed for products in just 1 class. On the other hand, 88 applications were filed for products in 2 separate classes, 27 applications for products in 3 separate classes, 10 applications for products in 4 separate classes, 6 applications for products in 5 separate classes, and 2 applications for products in 6 separate classes. These data are reflected in Table 3 below, which also details the specific number of classes applied for each of the relevant terms analyzed.

NO. OF CLASSES LISTED	“COVID-RELATED TERMS” INCLUDED IN THE APPLICATIONS (RECORDED UNTIL 12/31/2020)						
	COVID	CORONAVIRUS	QUARANTINE	SOCIAL DISTANCING	SIX FEET APART	SHELTER IN PLACE	TOTAL
No Class	4	0	0	0	0	0	4
One Class	413	48	104	57	14	9	645
Two Classes	65	4	12	4	2	1	88
Three Classes	23	1	3	0	0	0	27
Four Classes	8	1	1	0	0	0	10
Five Classes	4	0	1	1	0	0	6
Six Classes	2	0	0	0	0	0	2

Table 3

C. Trademark Applications Classified by Filing Entities

The third set of data presented relates to the type of filing entities listed in the COVID-19-related applications analyzed. These data have again been retrieved through a direct review of the applications based on the documents uploaded on the TDSR. Notably, I divided and coded the filing entities listed in the applications based on the classification provided

as part of the USPTO's filing instructions for filing entities: 1) corporations, 2) professional corporations, 3) incorporated associations, 4) joint ventures, 5) private limited liability corporations, 6) partnerships, 7) sole proprietorships, 8) limited liability companies, 9) non-profit organizations, 10) government agencies, 11) universities, and 12) individuals.

Based on this classification, individuals are the largest number of applicants listed in the COVID-19-related applications analyzed.¹⁵² The second largest number of applicants comprise of limited liability companies whereas corporations filed the third largest number of applications.

These data become particularly interesting when they are compared with the findings illustrated in Section III.A. In particular, the following should be noted: 1) that individuals and limited liability companies represent the largest number of applicants for merchandising and promotional products,¹⁵³ even though a considerable number of these applications were filed also by corporations and other large business entities;¹⁵⁴ and 2) that corporations represent the largest number of applicants for products related to medical and pandemic management-related products.¹⁵⁵ Again, this finding can be seen as a confirmation that individuals and small businesses drove a large part of the COVID-19-related applications, and for products not directly related to the pandemic.

Table 4 and Figure 5 summarize and illustrate, respectively, the number of applications filed for each type of filing entity for all COVID-19-related terms and for the four groups of products analyzed in Section III.A.

152. Cf. Graham, *supra* note 19, at 56–57, Figures 27–28 (illustrating that the largest number of applicants to the USPTO, in general and until 2012, are corporations and not individuals).

153. See *infra* Figures 6 & 7.

154. *Id.*

155. *Id.*

TYPE OF FILING ENTITIES LISTED IN THE APPLICATIONS	"COVID-19 RELATED TERMS" INCLUDED IN THE APPLICATIONS RECORDED UNTIL 12/31/2020						TOTAL BY FILING ENTITIES
	COVID	CORONAVIRUS	QUARANTINE	SOCIAL DISTANCING	SIX FEET APART	SHELTER IN PLACE	
Corporations	118	5	28	14	3	3	171
Professional Corporations	1	0	0	0	0	0	1
Incorporated Associations	1	0	0	0	0	0	1
Joint Ventures	1	0	0	0	0	0	1
Private Limited Liability Corporations	3	0	1	0	0	0	4
Partnerships	1	0	0	0	0	0	1
Sole Proprietorships	2	0	2	1	0	1	6
Limited Liability Companies	179	18	32	20	3	2	254
Non-Profits	10	0	0	0	0	0	10
Government Agencies	2	0	0	0	0	0	2
Universities	3	0	0	0	0	0	3
Individuals	198	31	58	27	10	4	328
TOTAL APPLICATIONS BY TERMS INCLUDED	519	54	121	62	16	10	782

Table 4

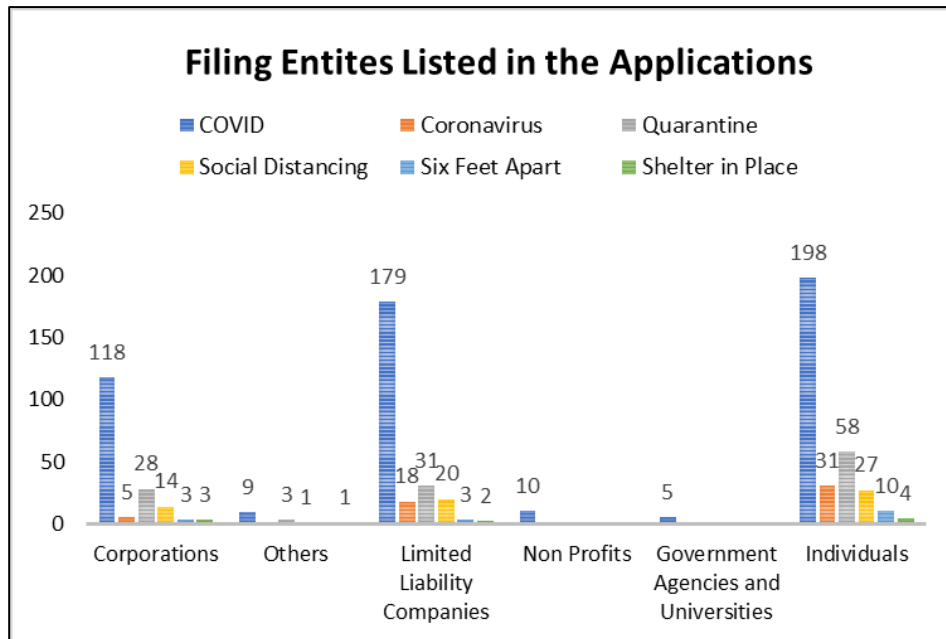


Figure 5

Based on the numbers recorded in Table 4, out of the total 782 applications analyzed, 171 were filed by corporations for all types of products. The term with the highest number of applications within this group of applicants was “COVID” at 118 applications. In addition, 5 applications by corporations included the term “Coronavirus,” while 28 corporations applied for signs including the term “Quarantine,” 14 for signs including the terms “Social Distancing,” 3 for signs including the term “Six Feet Apart,” and 3 for signs including the terms “Shelter in Place.”

Examples of applications made by corporations include: COVIDOME providing health care information by telephone and the internet;¹⁵⁶ COVID-19 RAPID RESPONSE for disinfectants and cleaners;¹⁵⁷ COV-BEAT for medical and scientific research in the field of coronavirus and infectious diseases;¹⁵⁸ 6 FEET APART IS SMART for advertising signs and apparel;¹⁵⁹ SOCIAL DISTANCING MASK for non-medical face masks;¹⁶⁰ ALLSTATE SHELTER-IN-PLACE PAYBACK for the administration of a premium payback program;¹⁶¹ and QUARANTINE EFFECTS for audio amplifiers, guitar effects processors, and electronic effects pedals for use with musical instruments.¹⁶²

A few additional corporate applicants filed under different categories. Notably, 1 application was filed by a professional corporation using the term “COVID” and specifically for ESCRAN COVID-19 SCREENING POD related to stations to administer medical tests and designing and constructing facilities.¹⁶³ One application was filed by an incorporated association, for the slogan I AM A COVID-19 SURVIVOR for t-shirts.¹⁶⁴ One application was filed by a joint venture for the slogan WE WILL DEFEAT COVID-19 for merchandise.¹⁶⁵ Four applications were filed by private limited liability corporations, with 3 applicants using the term “COVID” and 1 the term “Quarantine.” In particular, 1 application was filed for COVID19PASS for computer software, educational materials, and technology support,¹⁶⁶ and 1 was filed for

156. U.S. Trademark Application Serial No. 88/921,120 (filed May 18, 2020).

157. U.S. Trademark Application Serial No. 88/897,423 (filed May 1, 2020).

158. U.S. Trademark Application Serial No. 88/870,071 (filed Apr. 13, 2020).

159. U.S. Trademark Application Serial No. 88/850,527 (filed Mar. 27, 2020).

160. U.S. Trademark Application Serial No. 88/869,330 (filed Apr. 13, 2020).

161. U.S. Trademark Application Serial No. 88/859,199 (filed Apr. 3, 2020).

162. U.S. Trademark Application Serial No. 90/175,623 (filed Sept. 11, 2020).

163. U.S. Trademark Application Serial No. 90/020,403 (filed June 25, 2020).

164. U.S. Trademark Application Serial No. 88/850,676 (filed Mar. 27, 2020).

165. U.S. Trademark Application Serial No. 88/884,330 (filed Apr. 23, 2020).

166. U.S. Trademark Application Serial No. 88/893,456 (filed Apr. 29, 2020).

COVIDNUDGE for computer software related to medical testing, kits for DNA testing, mentoring services related to genetic testing, research and development.¹⁶⁷ One application was filed by a partnership, also for the term “COVID,” for COVID COMM for website reviews and recommendations.¹⁶⁸

Lastly, 6 applications were filed by sole proprietorships with 2 applicants using the term “COVID,” 2 for the term “Quarantine,” and just 1 applicant each for “Social Distancing” and “Shelter in Place,” respectively. Examples of these applications are the following: COVID CRAZE for clothing merchandise;¹⁶⁹ SOCIAL DISTANCING for beverages including spirits, beer and malt liquor;¹⁷⁰ BE PREPARED AT HOME QUALITY SHELTER IN PLACE AND PREPAREDNESS KITS for retail sporting goods stores;¹⁷¹ and QUARAN-TEE for shirts.¹⁷²

Two hundred and fifty-four applications were filed, on the other hand, by limited liability companies. In particular, 179 of these applicants sought to register signs using the term “COVID.” 18 applications were for the term “Coronavirus,” 32 for the term “Quarantine,” 20 for the term “Social Distancing,” 3 for “Six Feet Apart,” and finally, 2 for “Shelter in Place.” Examples of applications filed by limited liability companies include: COVRD-19 filed for respiratory masks for non-medical purposes;¹⁷³ COVIDLAW filed for legal services;¹⁷⁴ COVID-19 AMERICAN HERO’S filed for stickers;¹⁷⁵ CORONAVIRUS FREE filed for t-shirts;¹⁷⁶ SIDE BY SIDE SIX FEET APART filed for retirement homes;¹⁷⁷ SOCIAL DISTANCING SOCIAL CLUB filed for apparel;¹⁷⁸ SHELTER IN PLACE filed for entertainment services;¹⁷⁹ and QUARANTINE DREAM filed for beer.¹⁸⁰

Instead, 10 applicants were non-profits, and all these applications were filed for signs including the term “COVID.” Examples include

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- 167. U.S. Trademark Application Serial No. 90/180,156 (filed Sept. 14, 2020).
 - 168. U.S. Trademark Application Serial No. 88/914,585 (filed May 13, 2020).
 - 169. U.S. Trademark Application Serial No. 88/902,407 (filed May 6, 2020).
 - 170. U.S. Trademark Application Serial No. 88/923,891 (filed May 19, 2020).
 - 171. U.S. Trademark Application Serial No. 88/900,864 (filed May 5, 2020).
 - 172. U.S. Trademark Application Serial No. 88/881,063 (filed Apr. 21, 2020).
 - 173. U.S. Trademark Application Serial No. 88/918,652 (filed May 15, 2020).
 - 174. U.S. Trademark Application Serial No. 88/909,197 (filed May 11, 2020).
 - 175. U.S. Trademark Application Serial No. 88/854,906 (filed Mar. 31, 2020).
 - 176. U.S. Trademark Application Serial No. 88/960,707 (filed June 11, 2020).
 - 177. U.S. Trademark Application Serial No. 88/903,578 (filed May 6, 2020).
 - 178. U.S. Trademark Application Serial No. 90/210,314 (filed Sept. 25, 2020).
 - 179. U.S. Trademark Application Serial No. 88/852,562 (filed Mar. 30, 2020).
 - 180. U.S. Trademark Application Serial No. 90/037,076 (filed July 6, 2020).

COVID19CHEF for website organizing recipes¹⁸¹ and COVID CARE FORCE for charitable services such as recruiting volunteer healthcare professionals and medical services provided to communities.¹⁸² Similarly, just 2 applicants were government agencies, and both were for the term “COVID.” These applications were COVIDVIEW for information on COVID provided through an online search database¹⁸³ and COVIDVIEW INTERACTIVE for an interactive website to track and monitor medical information and reports.¹⁸⁴ Further, just 3 applicants were universities, and all applied to register marks with the term “COVID.” The applications were: COVID Health Check-Me for downloadable software for the testing and diagnosis of COVID;¹⁸⁵ MASON COVID HEALTH CHECK for temporary online use of non-downloadable software for use in testing and diagnosis of COVID;¹⁸⁶ and MASON COVID HEALTH for temporary online use of non-downloadable software for use in testing and diagnosis of COVID.¹⁸⁷

As mentioned, the largest number of applicants for the four groups of products analyzed in the Article were individuals. In particular, 328 individuals applied to register signs including COVID-19-related terms. Notably, 198 individuals filed applications including the term “COVID”; 31 including the term “Coronavirus,” 58 including the term “Quarantine,” 27 including the terms “Social Distancing,” 10 including the terms “Six Feet Apart,” and 4 including the terms “Shelter in Place.” Examples of these applications include: NOT EVERY COUGH IS COVID for bumper stickers;¹⁸⁸ COVID-SEROINDEX for medical diagnostic apparatus for testing for viruses;¹⁸⁹ COVID-19 CORONAVIRUS RECOVERY SYSTEM for pillows, herbal pastes, nutritional supplements, medicinal teas, and syrups;¹⁹⁰ THE SIX FEET APART EXPERIMENT for entertainment services;¹⁹¹ WORLD’S FIRST HALLOWEEN SOCIAL DISTANCING TOOL for Halloween costumes and masks;¹⁹² YOU

181. U.S. Trademark Application Serial No. 90/020,584 (filed June 25, 2020).

182. U.S. Trademark Application Serial No. 88/871,733 (filed Apr. 14, 2020).

183. U.S. Trademark Application Serial No. 88/895,096 (filed Apr. 30, 2020).

184. U.S. Trademark Application Serial No. 88/895,142 (filed Apr. 30, 2020).

185. U.S. Trademark Application Serial No. 90/109,619 (filed Aug. 12, 2020).

186. U.S. Trademark Application Serial No. 90/109,609 (filed Aug. 12, 2020).

187. U.S. Trademark Application Serial No. 90/109,598 (filed Aug. 12, 2020).

188. U.S. Trademark Application Serial No. 90/115,136 (filed Aug. 14, 2020).

189. U.S. Trademark Application Serial No. 90/089,958 (filed Aug. 3, 2020).

190. U.S. Trademark Application Serial No. 90/169,872 (filed Sept. 9, 2020).

191. U.S. Trademark Application Serial No. 88/912,668 (filed May 12, 2020).

192. U.S. Trademark Application Serial No. 90/157,991 (filed Sept. 3, 2020).

SHELTER IN PLACE IT, WE STAY AND FACE IT for garments & clothing;¹⁹³ and ESCAPE QUARANTINE for card games.¹⁹⁴

Figure 6 below illustrates these data with specific percentages. Notably, 42% of the total number of the applications filed for the COVID-19-related terms and for the groups of products examined were individuals, followed by 32% of limited liability companies, and 22% of corporations.¹⁹⁵ Non-profits, government agencies, and universities comprised only the 1% of the applicants, while other types of incorporated associations filed 2% of the applications.

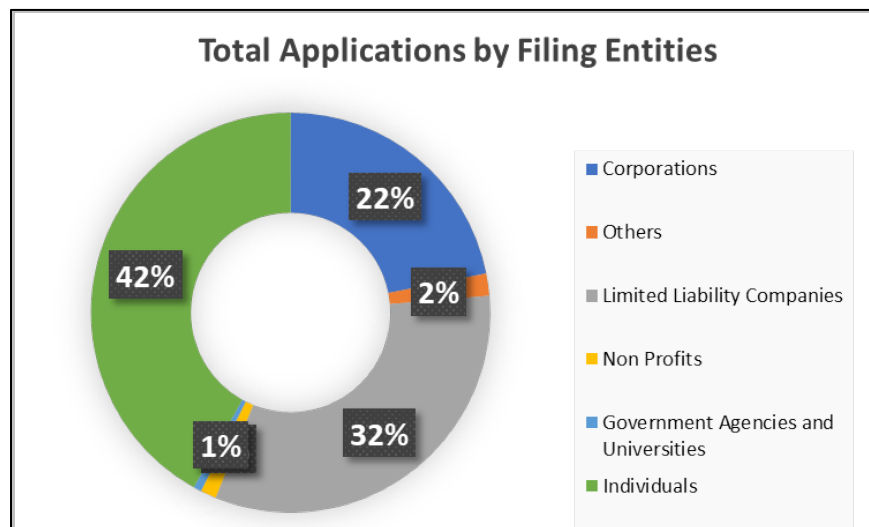


Figure 6

However, this picture changes somewhat when the data are analyzed in more detail. In particular, as anticipated in Section III.A, limited liability companies and corporations are the highest filers for the medical and pandemic-management related products whereas individuals, followed by limited liability companies, are the largest filers for the merchandising and promotional products group, as well as for applications including slurs. Interestingly, the type of applicants for the unrelated products were divided relatively evenly amongst the type of applicants.

193. U.S. Trademark Application Serial No. 88/853,318 (filed Mar. 30, 2020).

194. U.S. Trademark Application Serial No. 90/202,601 (filed Sept. 23, 2020).

195. Cf. Graham, *supra* note 19, at 56–57, Figures 27–28.

Figure 7 illustrates the specific number of applications filed by each type of filing entities both based on the products at issue and the COVID-19-related term examined.



Figure 7

In particular, corporations and limited liability companies filed, respectively, 77 and 79 applications including the term “COVID” for medical and pandemic management-related products, followed by 38 applications by individuals. Applications including the other terms for this category of products had a considerably lower number of filings, notably: 4 for corporations and 3 for limited liability companies for applications including “Coronavirus”; 3 for corporations, 1 for limited liability

companies, and 2 individuals for applications including “Quarantine”; and just 1 application for corporations including the term “Shelter in Place.”

On the other hand, limited liability companies and individuals filed 46 and 38 applications respectively, including the term “COVID” for unrelated products, followed by 29 applications by corporations. For applications including the terms “Coronavirus,” 5 applications were filed each by limited liability companies and individuals, while only 1 application was filed by a corporation. Twenty-six applications were filed by limited liability companies and 31 were filed by individuals including the term “Quarantine,” followed by 20 applications by corporations. Instead, applications including the terms “Social Distancing” were divided with 7 applications by both limited liability companies and corporations, and 6 by individuals. Similarly, 2 applications including the terms “Six Feet Apart” were both filed by individuals and limited liability companies. Finally, 3 individuals, 2 corporations, and 1 limited liability company filed applications including the terms “Shelter in Place” for unrelated products.

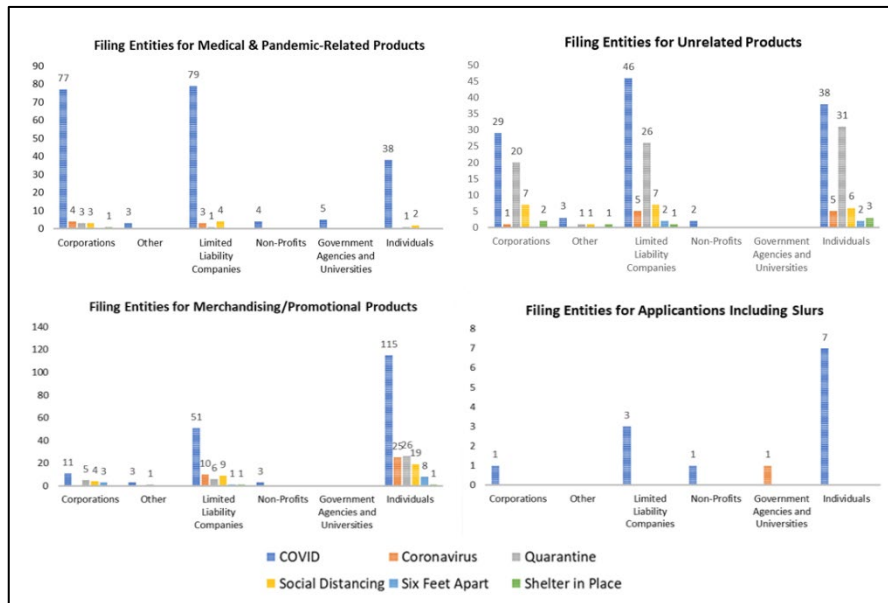
Regarding applications for merchandising and promotional products, 115 applications were filed by individuals for signs including the term “COVID” followed by 51 by limited liability companies and 11 by corporations. Similarly, 25 individuals filed applications including the term “Coronavirus,” followed by 10 applications by limited liability companies. Twenty-six individuals filed applications including the terms “Quarantine” versus 6 applications by limited liability companies and 5 by corporations. Lastly, 19 individuals filed applications including the terms “Social Distancing” against 9 applications by limited liability companies and 4 by corporations; 8 applications were filed by individuals including the terms “Six Feet Apart” versus 1 application by a limited liability company and 3 by corporations; and 1 application filed each by an individual and a limited liability company including the term “Shelter in Place.”

For the last group of products, applications including slurs, 7 applications were filed by individuals, 3 by limited liability companies, 1 by a corporation, and 1 by a non-profit for signs including the term “COVID.” Just 1 individual in this group of products had an application that included the term “Coronavirus.”

Figure 8 again illustrates this breakdown, this time by classifying the filing entities based both on by the individual COVID-19-related term and the respective group of products. As anticipated above, Figure 8 confirms that corporations and limited liability companies represent the largest groups of applicants for medical and pandemic-related products. On the

other hand, individuals are the largest group for applications for merchandising and promotional products and applications including slurs and are the second largest group for unrelated products.

Figure 8



D. Trademark Applications Classified by Basis of Filing

Under U.S. law, a trademark application can be filed based on existing use or intent-to-use a sign in commerce in the future. In particular, under Section 1(a) of the Lanham Act, an application can be filed based on the proof of use in commerce, which can include a catalogue or website selling the product to customers along with a specimen of the products and the mark.¹⁹⁶ Under Section 1(b), an application can be filed based on *bona fide* intent-to-use a sign,¹⁹⁷ even though the applicant must submit a

196. 15 U.S.C. § 1051(a) (2018); To file under the “use” basis, applicants must submit a declaration stating that, as of the filing date, the mark is used in commerce. The requirement for use in commerce originates from the Commerce Clause of the Constitution. U.S. Const. art. 1, § 8, cl. 3; TMEP § 1303.01 (Oct. 2018).

197. 15 U.S.C § 1051(b) (2018). Under the “intent-to-use” basis, applicants must file a declaration stating that they have a *bona fide* intent-to-use the mark in commerce. Intent-to-use applications have been introduced in the U.S. since the Trademark Law Revision Act of 1988. Trademark Law Revision Act of 1988, Pub. L. No. 100–667, tit. I, 102 Stat. 3935. According to

statement of use and a specimen reflecting such use before the mark can be registered as described in Section II.¹⁹⁸

A trademark application can also be filed based on a prior application or registration in a foreign jurisdiction. Under Section 44(d) of the Lanham Act, an applicant can file based on an existing prior application and/or registration in a foreign jurisdiction.¹⁹⁹ Under Article 4 of the Paris Convention for the Protection of Industrial Property,²⁰⁰ applicants who have previously filed a trademark applications in a foreign jurisdiction enjoy a 6 month priority period over other applicants in the U.S.²⁰¹ Applicants must still file a declaration of intent-to-use the sign in U.S. commerce if they rely on a foreign application.²⁰² However, these applicants are not required to show use in U.S. commerce and thus, a specimen that is usually required under a 1(a) filing would not be required.²⁰³ In this case, a statement of use is necessary in the sixth year of registration to maintain the registration in the U.S.²⁰⁴ Finally, under Section 66(a) of the Lanham Act, a mark can be registered in the U.S. through the Madrid System²⁰⁵ for international trademark registration as an extension of an international application.²⁰⁶

The fourth set of data presented in this Article focuses on the legal basis upon which the COVID-19-related applications have been filed. Notably, based on the above, I divided the applications at issue into the following separated categories: 1) applications filed based on Sections 1(a); 2) applications filed based on Section 1(b); 3) applications filed based on Section 44(d); and 4) applications filed based on Section 66(a).

This analysis is useful to understand the relationship between the legal basis of filing and the type of filing entities and products listed in the applications. For example, as illustrated below, the finding that almost two thirds of the applications examined was filed on an intent-to-use basis

Congress, the intent-to-use must be “in the ordinary course of trade” and not merely to reserve a right in a mark. Applicants should have a *bona fide* intent-to-use the mark on the products listed in the application. In general, applicant’s sworn statement is sufficient evidence of good faith. *See* TMEP § 1101.

198. *See supra* Section II. 37 C.F.R. § 2.76(a) (2021); TMEP § 1109.01 (Oct. 2018).

199. 15 U.S.C. § 1126 (2018); TMEP § 1303.01(Oct. 2018).

200. Paris Convention for the Protection of Industrial Property, Mar. 20, 1883, as revised at Stockholm, July 14, 1967, 21 U.S.T. 1583.

201. *Id.*

202. 15 U.S.C. § 1126(d) (2018); 37 C.F.R. § 2.34(a)(4) (2021); TMEP § 1003.01 (Oct. 2018).

203. TMEP § 1009 (Oct. 2018).

204. 15 U.S.C. § 1058 (2018).

205. *Madrid – The International Trademark System*, WIPO, <https://www.wipo.int/madrid/en/> [<https://perma.cc/63ZH-Q5G9>].

206. 15 U.S.C. § 1141(f) (2018); TMEP § 1303.01 (Oct. 2018).

is a considerable variation from the average trademark filings with the USPTO during the same period.²⁰⁷ This could be read in context with the finding that individuals and limited liability companies are the largest groups of applicants for merchandising and promotional products as well as for unrelated products.²⁰⁸ Still, a third of the analyzed applications were filed on the basis of actual use in commerce, which indicate that several applicants were already using these signs in the marketplace at the time of filing. This could be read in context with the finding that a considerable number of applications, one third, were filed for medical and pandemic-related products, several of which were filed by corporations and limited liability companies.²⁰⁹

The specific number of applications filed under each of the relevant legal basis and recorded until the end of 2020 is summarized in Table 5.

TYPE OF FILING BASIS LISTED IN THE APPLICATIONS	"COVID-19 RELATED TERMS" INCLUDED IN THE APPLICATIONS RECORDED UNTIL 12/31/2020						
	COVID	CORONAVIRUS	QUARANTINE	SOCIAL DISTANCING	SIX FEET APART	SHELTER IN PLACE	TOTAL BY FILING BASIS
Section 1(a) (Use in Commerce)	121	18	40	22	3	5	209
Section 1(b) (Intent-To-Use)	375	34	76	38	13	5	541
Sections 1(a) and 1(b)	1		1				2
Section 44(d) (Foreign Priority)	4	0	1	0	0	0	5
Section 66(a) (Madrid Protocol)	4	1	0	0	0	0	5
Legal Basis Not Found	14	1	3	2	0	0	20
TOTAL APPLICATIONS BY TERMS INCLUDED	519	54	121	62	16	10	782

Table 5

207. See *Trademark Dashboard*, USPTO, <https://www.uspto.gov/dashboard/trademarks/> [<https://perma.cc/AS9B-A7ZN>].

208. As illustrated in Figure 7, a total of 194 individuals have filed applications for signs including a COVID-19-related term for merchandising and promotional products during the relevant period of time. Notably, 115 applications by individuals included the term "COVID," 25 the term "Coronavirus," 26 the term "Quarantine," 19 the terms "Social Distancing," 8 the term "Six Feet Apart," and 1 the term "Shelter in Place." See Figure 7.

209. As illustrated in Figure 7, a total of 88 corporations and 87 limited liability companies have filed applications for signs including COVID-19-related terms for medical and pandemic management-related products during the relevant period of time. See Figure 7.

Notably, out of the total 782 applications analyzed, 209 applications were filed under Section 1(a) of the Lanham Act based on actual use, 541 applications were filed under Section 1(b) based on intent-to-use, 2 applications were filed under both Section 1(a) and 1(b), 5 applications were filed under the priority right under Section 44(d), and 5 applications were filed under the Madrid System under Section 66(a). Lastly, 20 applications did not list a specific basis for filing.²¹⁰

In particular, 121 applications filed under Section 1(a) were for the term “COVID,” 18 for “Coronavirus,” 40 for “Quarantine,” 22 for “Social Distancing,” 3 for “Six Feet Apart,” and 5 for “Shelter in Place.” Examples of these applications include: COVID CARE filed for software service supporting organization responding to the pandemic;²¹¹ COVID-19 INFECTED for t-shirts;²¹² CORONAVIRUS CLEANING for specialized cleaning services designed for coronavirus;²¹³ STAY SMART, STAND APART for decals on windows;²¹⁴ HUNTING IS SOCIAL DISTANCING for apparel;²¹⁵ SHELTER-N-PLACE for board games;²¹⁶ and QUARANTINE KIT for candles.²¹⁷

A remarkably larger number, 541 applications, were filed instead under Section 1(b) as intent-to-use applications. 375 of these applications included the term “COVID,” 34 the term “Coronavirus,” 76 the term “Quarantine,” 38 the term “Social Distancing,” 13 the term “Six Feet Apart,” and 5 the term “Shelter in Place.” Examples of these applications are as follows: COVID-SEROINDEX filed for diagnostic agents;²¹⁸ NOT EVERY COUGH IS COVID filed for clothing and apparel;²¹⁹ COVID-19 HINDSIGHT 2020 CORONAVIRUS HINDSIGHT 2020 filed for advertising and marketing;²²⁰ SIX FEET APART filed for entertainment services and live performances;²²¹ HAPPY SOCIAL DISTANCING filed for protective face masks not for medical purposes;²²² SHELTER-IN-

210. Nine of these applications were filed by individuals, ten by limited liability companies, and one by a corporation. *See* Figure 7.

211. U.S. Trademark Application Serial No. 88/835,807 (filed Mar. 16, 2020).

212. U.S. Trademark Application Serial No. 88/836,065 (filed Mar. 16, 2020).

213. U.S. Trademark Application Serial No. 88/883,829 (filed Apr. 23, 2020).

214. U.S. Trademark Application Serial No. 88/856,230 (filed Apr. 1, 2020).

215. U.S. Trademark Application Serial No. 88/953,718 (filed June 8, 2020).

216. U.S. Trademark Application Serial No. 88/891,255 (filed Apr. 28, 2020).

217. U.S. Trademark Application Serial No. 90/036,539 (filed July 6, 2020).

218. U.S. Trademark Application Serial No. 90/089,929 (filed Aug. 3, 2020).

219. U.S. Trademark Application Serial No. 90/115,134 (filed Aug. 14, 2020).

220. U.S. Trademark Application Serial No. 88/897,789 (filed May 1, 2020).

221. U.S. Trademark Application Serial No. 88/906,671 (filed May 8, 2020).

222. U.S. Trademark Application Serial No. 88/926,348 (filed May 20, 2020).

PLACE filed for metal security doors and windows;²²³ and QUARANTINE VIBEZ filed for liquor and alcoholic drinks.²²⁴

Two applications, CLUB QUARANTINE for merchandise and dance club/entertainment²²⁵ and COVIDWORDCUP for computer services/computer services²²⁶ were filed under both Section 1(a) and Section 1(b).

Only 5 applications were filed under Section 44(d) and the foreign priority right under Article 4 of the Paris Convention. Four applications include the term “COVID” and 1 the term “Quarantine.” Examples include COVIDPASS filed for computer software, educational materials, and technology support²²⁷ and KITCHEN QUARANTINE for food, beverages, alcohol/bar services, and photography.²²⁸ Similarly, 5 applications were filed under Section 66(a). 2 applications in this group were presented by the same company, 1 for the term “COVID” and 1 the term “Coronavirus.” These applications are COVID-19 TRACER for computer programs and software design²²⁹ and CORONAVIRUS TRACER for computer programs and software design.²³⁰

Finally, 20 applications did not indicate the specific basis of filing in the documents submitted and available in the TESS. 14 of these applications include the term “COVID,” 1 the term “Coronavirus,” 3 the term “Quarantine,” and 2 the terms “Social Distancing.” These applications include signs such as: COVIDNINJA for filters for non-medical respiratory masks;²³¹ COVIDSMELLTEST for a database development services for medical research;²³² I SURVIVED CORONAVIRUS for clothing;²³³ PLEASE DON’T LOOK AT ME . . .

223. U.S. Trademark Application Serial No. 86/774,796 (filed Oct. 1, 2020).

224. U.S. Trademark Application Serial No. 90/054,466 (filed July 15, 2020).

225. U.S. Trademark Application Serial No. 88/843,483 (filed Mar. 22, 2020). Both bases were indicated for the 2 classes the application was filed under—Classes 025 and 041.

226. U.S. Trademark Application Serial No. 90/261,126 (filed Oct. 17, 2020). Both bases were indicated for the 1 class the application was filed under—Class 042.

227. U.S. Trademark Application Serial No. 88/893,479 (filed Apr. 29, 2020). Filed by Bizagi Group Ltd. The same company additionally filed the application COVID19PASS, U.S. Trademark Application Serial No. 88/893,456 (filed Apr. 29, 2020) under the same legal basis, Section 44(d).

228. U.S. Trademark Application Serial No. 88/957,297 (filed June 10, 2020).

229. U.S. Trademark Application Serial No. 79/290,517 (filed May 12, 2020).

230. U.S. Trademark Application Serial No. 79/290,511 (filed May 12, 2020).

231. U.S. Trademark Application Serial No. 88/953,877 (filed June 8, 2020).

232. U.S. Trademark Application Serial No. 88/855,477 (filed Apr. 1, 2020).

233. U.S. Trademark Application Serial No. 88/831,181 (filed Mar. 11, 2020).

I'M SOCIAL DISTANCING for athletic apparel;²³⁴ and QUARANTINE ENTERTAINMENT for movie theaters.²³⁵

Figure 9 illustrates specific breakdown for the relevant basis of filing for the COVID-19-related applications examined. Figure 10, on the other hand, indicates the cumulative data of all applications based on the specific basis of filings.

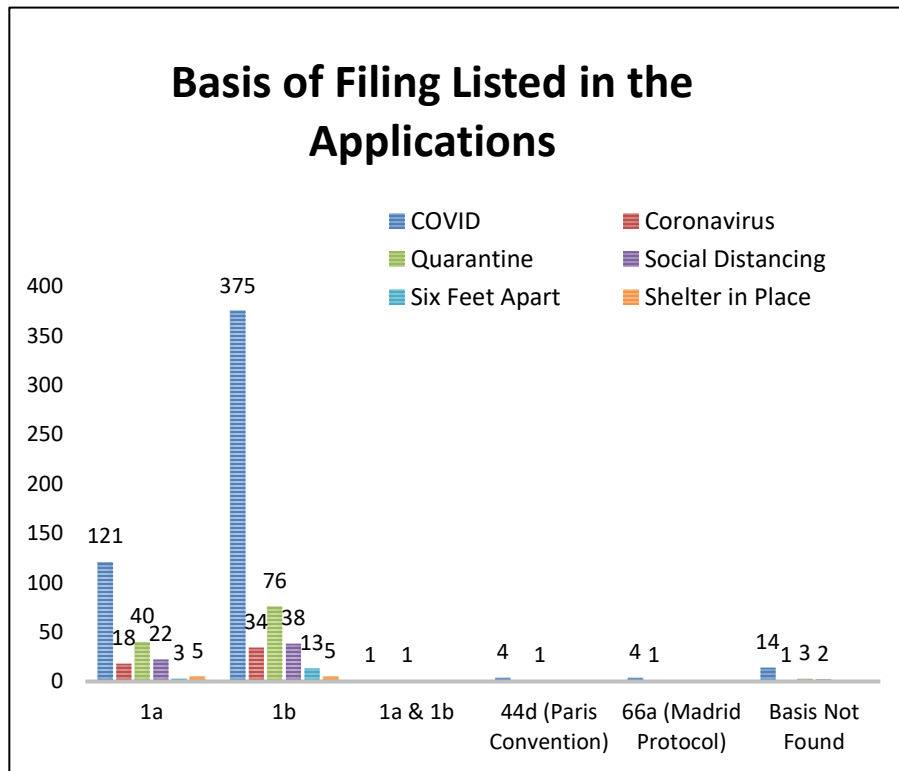


Figure 9

234. U.S. Trademark Application Serial No. 90/027,092 (filed June 29, 2020).

235. U.S. Trademark Application Serial No. 90/031,681 (filed July 1, 2020).

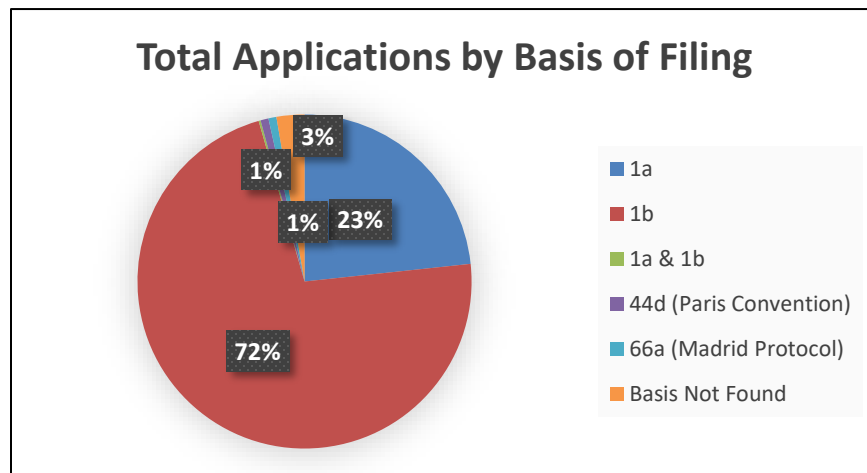


Figure 10

Notably, the number of applications filed under Section 1(b) comprises 72% of all applications followed by those filed under Section 1(a), which constitutes 23% of all applications. On the other side, filings under Sections 44(d) and 66(a) comprise only 1% of the applications. The applications for which a legal basis was not found were 3% of the total applications.

As mentioned, these data demonstrate how the COVID-19-related applications vary from the overall numbers of applications filed with the USPTO in the same period of time, which is depicted in the figure below, which reports the filing basis of all applications since 2018 from the USPTO dashboard.

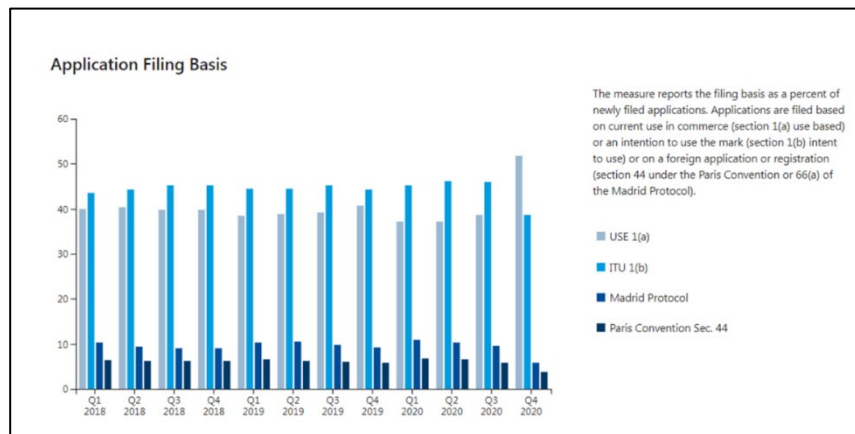


Figure 11 (Source Trademarks Dashboard | USPTO)²³⁶

Once again, the finding that a large number of applications were filed under Section 1(b) of the Lanham Act, cumulated with the facts that individuals and limited liability companies represent the largest group of filers and that the highest number of applications received was for promotional products and unrelated businesses, illustrates the impact of the COVID-19 pandemic on the trademark registration system. In particular, it highlights how the phenomenon of trademark filings related to sensational events is frequently driven by individuals and small businesses that hope to secure exclusive rights in terms related to these events to be used on unrelated and promotional products.

E. Trademark Applications Classified by Time of Filing

The last set of data presented refers to the dates of filing of the applications examined. Not surprisingly, almost the totality of the applications examined were filed in 2020 and mirrored the development of the first wave of the pandemic in the U.S. Notably, the number of filings peaked between the late Spring and the early Summer months of 2020. The study also found a few applications filed before 2020. The data were categorized on a monthly basis for the year 2020. The remaining applications are grouped by decade as these numbers of filings are limited.

236. Trademarks Dashboard, USPTO, <https://www.uspto.gov/dashboard/trademarks/> [<https://perma.cc/BPY6-DRG>].

The dates of filings of the COVID-19-related applications analyzed are summarized in Table 6.

DATE OF FILING LISTED IN THE APPLICATIONS	"COVID-19 RELATED TERMS" INCLUDED IN THE APPLICATIONS RECORDED UNTIL 12/31/2020						
	COVID	CORONAVIRUS	QUARANTINE	SOCIAL DISTANCING	SIX FEET APART	SHELTER IN PLACE	TOTAL BY FILING TIME
1990-1999	0	0	1	0	0	0	1
2000-2009	1	0	6	1	0	2	10
2010-2019	0	0	12	0	0	2	14
January 2020	0	0	0	0	0	0	0
February 2020	1	2	1	0	0	0	4
March 2020	52	26	24	16	4	2	124
April 2020	149	16	34	17	6	3	225
May 2020	82	7	17	8	4	1	119
June 2020	53	1	8	9	0	0	71
July 2020	45	0	7	3	0	0	55
August 2020	42	0	4	3	1	0	50
September 2020	25	1	4	2	0	0	32
October 2020	25	0	1	3	0	0	29
November 2020	15	0	1	0	1	0	17
December 2020	29	1	1	0	0	0	31
TOTAL APPLICATIONS BY TERMS INCLUDED	519	54	121	62	16	10	782

Table 6

Prior to 2010, only 11 applications were filed including all these terms at issue. One application was filed for the term "COVID," 7 were filed for the term "Quarantine," 1 was filed for the term "Social Distancing," and 2 were filed for the term "Shelter in Place." There were no applications filed for signs including either the terms "Coronavirus" or "Six Feet Apart." Examples of these applications include: COVID filed for transparent holographic images for affixing to credit cards, identification cards, currency, paper documents, event tickets, and products for security purposes;²³⁷ QUARANTINE filed for toys and computer games;²³⁸ SOCIAL DISTANCING filed for security services;²³⁹ and SIP SHELTER-IN-PLACE for educational services.²⁴⁰

Between 2010 and 2019, 14 applications were filed with 12 of the applications for the term "Quarantine" and 2 for the term "Shelter in Place." Examples of these applications are: VITAL QUARANTINE for

237. COVID, Registration No. 2,753,795.

238. QUARANTINE, Registration No. 1,897,061.

239. U.S. Trademark Application Serial No. 77/054,114 (filed Nov. 30, 2006).

240. SIP SHELTER-IN-PLACE, Registration No. 2,531,442.

computer software²⁴¹ and SHELTER-IN-PLACE for metal security doors and windows.²⁴²

Then, 2020 arrived and with it, the COVID-19 pandemic. In January 2020, while the world thought (or hoped) that the virus would be confined to China, no application was filed in the U.S. In February, 4 applications were filed in the U.S. Then, as the pandemic spread around the world, a large number of applications started to be filed in the U.S. In March 2020, 124 applications were filed with the USPTO for signs including the six terms analyzed in this study. These numbers increased to 225 applications in April 2020. After this peak, the numbers started to gradually diminish, with 119 applications in May 2020, 71 applications in June 2020, 55 applications in July 2020, 50 applications in August 2020, and 32 applications in September 2020. The slow downward trend continued in October and November 2020, with 29 applications filed in October and 17 in November. Hence, in December 2020, there was a mild increase in applications, with a total of 31 applications, which was almost exclusively driven by filing including the term “COVID.”

In particular, out of the 4 applications that were filed in February 2020, 1 application was for the term “COVID,” 2 applications for the term “Coronavirus,” and 1 application for the term “Quarantine.” These applications include: COVID-19 VAX filed for vaccines;²⁴³ CORONAVIRUS SURVIVAL GUIDE filed for magazines in the field of survival, protection, medicine, and pandemics;²⁴⁴ CORONAVIRUS filed for audio tapes, t-shirts, and live vocals by an entertainment group;²⁴⁵ and QUAXANTINE filed for software.²⁴⁶

Regarding the 124 applications filed in March 2020, 52 applications included the term “COVID,” 26 applications for the term “Coronavirus,” 24 applications for the term “Quarantine,” 16 applications for the term “Social Distancing,” 4 applications for the term “Six Feet Apart,” and 2 applications for the term “Shelter in Place.” Examples of these applications include: COVIKILL filed for hand sanitizer;²⁴⁷ CORONAVIRUS INFECTED filed for t-shirts;²⁴⁸ SIX FEET APART

241. VITAL QUARANTINE, Registration No. 4,276,404.

242. U.S. Trademark Application Serial No. 86/774,796 (filed Oct. 1, 2015).

243. U.S. Trademark Application Serial No. 88/792,612 (filed Feb. 11, 2020).

244. U.S. Trademark Application Serial No. 88/783,939 (filed Feb. 4, 2020).

245. U.S. Trademark Application Serial No. 88/790,444 (filed Feb. 9, 2020).

246. U.S. Trademark Application Serial No. 88/786,745 (filed Feb. 5, 2020).

247. U.S. Trademark Application Serial No. 88/847,283 (filed Mar. 25, 2020).

248. U.S. Trademark Application Serial No. 88/836,107 (filed Mar. 16, 2020).

filed for apparel;²⁴⁹ SOCIAL DISTANCING filed for beer;²⁵⁰ SHELTER-IN-PLACE KIT filed for emergency preparedness kits;²⁵¹ and ZIXQUARANTINE filed for computer software.²⁵²

In April 2020, at the time when most U.S. cities were under shelter in place orders or other movement limitations, 225 applications were filed. Out of these, 149 applications include the term “COVID,” 16 applications include the term “Coronavirus,” 34 applications include the term “Quarantine,” 17 applications include the term “Social Distancing,” 6 applications include the term “Six Feet Apart,” and 3 applications include the term “Shelter in Place.” Examples of these applications include sign such as: COVID-19 MARATHON filed to conduct marathons;²⁵³ CORONAVIRUS OUTBREAK 2020 filed for merchandise and clothing;²⁵⁴ SIX FEET APART BUT CLOSER THAN EVER filed for hats and clothing;²⁵⁵ ESD EXTREME SOCIAL DISTANCING filed for photos of outdoor sports;²⁵⁶ SHELTER-N-PLACE filed for board games;²⁵⁷ and QUARANTOILET filed for equipment for games.²⁵⁸

From its peak of 225 in April, May 2020 saw a total of 119 applications. 82 of these applications were for the term “COVID,” 7 for the term “Coronavirus,” 17 for the term “Quarantine,” 8 for the term “Social Distancing,” 4 for the term “Six Feet Apart,” and 1 for the term “Shelter in Place.” Examples of these applications include: COVID ESSENTIALS filed for nutritional supplements;²⁵⁹ QUARANFEAST SINCE CORONAVIRUS 2020 filed for online social networking in the field of food;²⁶⁰ SIDE BY SIDE SIX FEET APART filed for retirement homes;²⁶¹ SOCIAL DISTANCISING filed for exercise equipment and physical fitness training;²⁶² BE PREPARED AT HOME QUALITY SHELTER IN PLACE AND PREPAREDNESS KITS filed for retail

249. U.S. Trademark Application Serial No. 88/851,695 (filed Mar. 29, 2020).

250. U.S. Trademark Application Serial No. 88/840,924 (filed Mar. 19, 2020).

251. SHELTER-IN-PLACE KIT, Registration No. 3,056,649.

252. ZIXQUARANTINE, Registration No. 5,125,812.

253. U.S. Trademark Application Serial No. 88/893,385 (filed Apr. 29, 2020).

254. U.S. Trademark Application Serial No. 88/872,566 (filed Apr. 15, 2020).

255. U.S. Trademark Application Serial No. 88/895,824 (filed Apr. 30, 2020).

256. U.S. Trademark Application Serial No. 88/866,459 (filed Apr. 9, 2020).

257. U.S. Trademark Application Serial No. 88/891,255 (filed Apr. 28, 2020).

258. U.S. Trademark Application Serial No. 88/856,898 (filed Apr. 2, 2020).

259. U.S. Trademark Application Serial No. 88/908,216 (filed May 9, 2020).

260. U.S. Trademark Application Serial No. 88/917,877 (filed May 15, 2020).

261. U.S. Trademark Application Serial No. 88/903,578 (filed May 6, 2020).

262. U.S. Trademark Application Serial No. 88/919,205 (filed May 16, 2020).

sporting goods stores;²⁶³ and A QUARANTINE PRODUCTION filed for advertising and marketing.²⁶⁴

In June 2020, 71 applications followed, of which 53 applications were for the term “COVID,” 1 for the term “Coronavirus,” 8 for the term “Quarantine,” and 9 for the term “Social Distancing.” Examples of these applications include: COVID KIT filed for lip balm;²⁶⁵ CORONAVIRUS FREE filed for t-shirts;²⁶⁶ QUARANTINGALES filed for live vocal performances;²⁶⁷ and SOCIAL DISTANCING filed for cleaning preparations.²⁶⁸ No applications were filed in June for the terms “Six Feet Apart” and “Shelter in Place.”

Fifty-five applications were filed in July 2020. Forty-five of these applications included the term “COVID,” 7 included the term “Quarantine,” and 3 included the term “Social Distancing.” Examples of these applications include: COVID CLEAR filed for all purpose disinfectants;²⁶⁹ MAKING COVID-19 HISTORY filed for transport and packaging;²⁷⁰ QUARANTINE ENTERTAINMENT filed for movie theaters;²⁷¹ and BE SOCIAL WHILE DISTANCING filed for sanitary masks.²⁷² No applications were filed, on the other hand, including the term “Coronavirus,” and again including the terms “Six Feet Apart,” or “Shelter in Place.”

In August 2020, 50 applications were filed, of which 42 applications were for the term “COVID,” 4 for the term “Quarantine,” 3 for the term “Social Distancing” and 1 for the term “Six Feet Apart.” Examples of these applications include: COVID WAR VETERAN filed for cloth patches and embroidered patched for clothing;²⁷³ MOUTH-COVID CONNECTION filed for dentistry services;²⁷⁴ THE QUARANTINE WIFE filed for wine;²⁷⁵ and I’M NOT SOCIAL DISTANCING filed for all types of clothing.²⁷⁶ Again, no applications were filed for the terms “Coronavirus,” “Six Feet Apart,” and “Shelter in Place” for this month.

263. U.S. Trademark Application Serial No. 88/900,864 (filed May 5, 2020).

264. U.S. Trademark Application Serial No. 88/905,637 (filed May 7, 2020).

265. U.S. Trademark Application Serial No. 90/025,383 (filed June 29, 2020).

266. U.S. Trademark Application Serial No. 88/960,707 (filed June 11, 2020).

267. U.S. Trademark Application Serial No. 88/961,148 (filed June 11, 2020).

268. U.S. Trademark Application Serial No. 88/953,002 (filed June 8, 2020).

269. U.S. Trademark Application Serial No. 90/034,240 (filed July 2, 2020).

270. U.S. Trademark Application Serial No. 90/046,537 (filed July 10, 2020).

271. U.S. Trademark Application Serial No. 90/031,681 (filed July 1, 2020).

272. U.S. Trademark Application Serial No. 90/081,378 (filed July 29, 2020).

273. U.S. Trademark Application Serial No. 90/125,529 (filed Aug. 20, 2020).

274. U.S. Trademark Application Serial No. 90/091,061 (filed Aug. 4, 2020).

275. U.S. Trademark Application Serial No. 90/097,234 (filed Aug. 6, 2020).

276. U.S. Trademark Application Serial No. 90/092,855 (filed Aug. 4, 2020).

In September 2020, there were 32 applications filed. 25 of the applications were for the term “COVID,” 1 for the term “Coronavirus,” 4 for the term “Quarantine,” and 2 for the term “Social Distancing.” No applications were filed for the terms “Six Feet Apart,” or “Shelter in Place.” Examples of these applications include: AMERICA FIGHTS COVID filed for vaccine research and development;²⁷⁷ COVID-19 CORONAVIRUS RECOVERY SYSTEM filed for pillows, herbal pastes, nutritional supplements, medicinal teas and syrups;²⁷⁸ ESCAPE QUARANTINE filed for card games;²⁷⁹ and SOCIAL DISTANCING SOCIAL CLUB filed for apparel.²⁸⁰

Twenty-nine applications were filed in October 2020, notably 25 applications included the term “COVID,” 1 the term “Quarantine,” and 3 the term “Social Distancing.” Also, in November, no applications were filed for the terms “Coronavirus,” “Six Feet Apart,” or “Shelter in Place.” Examples include COVID LIFE filed for bumper stickers and magnets;²⁸¹ P!#CHE COVID filed for masks and a t-shirt logo;²⁸² and SOCIAL DISTANCING OFFICER filed for apparel.²⁸³

Seventeen applications were filed in November 2020, of which 15 included the term “COVID,” 1 the term “Quarantine,” and 1 the term “Six Feet Apart.” No applications were filed for the terms “Coronavirus,” “Social Distancing,” nor “Shelter in Place” during this month. Examples include COVID COMBAT filed for vitamins and nutritional supplements;²⁸⁴ I CRUSHED COVID filed for mugs, t-shirts, and hats;²⁸⁵ QUARANTINE FRANCES filed for children’s books;²⁸⁶ and SIX FEET APART OR SIX FEET UNDER filed for imprinting messages on apparel.²⁸⁷

In December, 31 new applications were filed, of which 29 were for the term “COVID” and just 1 was filed for the term “Coronavirus” and 1 for the term “Quarantine.” No applications were filed in December for the terms “Social Distancing,” “Six Feet Apart,” and “Shelter in Place.” Examples include: COVID SHIELD INFECTIOUS BUILDING

277. U.S. Trademark Application Serial No. 90/152,118 (filed Sept. 1, 2020).

278. U.S. Trademark Application Serial No. 90/169,872 (filed Sept. 9, 2020).

279. U.S. Trademark Application Serial No. 90/202,601 (filed Sept. 23, 2020).

280. U.S. Trademark Application Serial No. 90/210,314 (filed Sept. 25, 2020).

281. U.S. Trademark Application Serial No. 90/261,978 (filed Oct. 18, 2020).

282. U.S. Trademark Application Serial No. 90/277,856 (filed Oct. 26, 2020).

283. U.S. Trademark Application Serial No. 90/252,330 (filed Oct. 13, 2020).

284. U.S. Trademark Application Serial No. 90/332,787 (filed Nov. 20, 2020).

285. U.S. Trademark Application Serial No. 90/318,986 (filed Nov. 13, 2020).

286. U.S. Trademark Application Serial No. 90/339,416 (filed Nov. 24, 2020).

287. U.S. Trademark Application Serial No. 90/346,032 (filed Nov. 27, 2020).

COMPLIANCY filed for the construction and operation of buildings;²⁸⁸ COVID CLINIC filed for health care services, namely, disease management programs;²⁸⁹ COVID-19 VACCINATED filed for rubber bracelets;²⁹⁰ and CORONAVIRUS VACCINATED filed for novelty buttons and pins.²⁹¹

Figure 11 illustrates the break down for each set of applications during the months of 2020 and, when applicable, previous years.

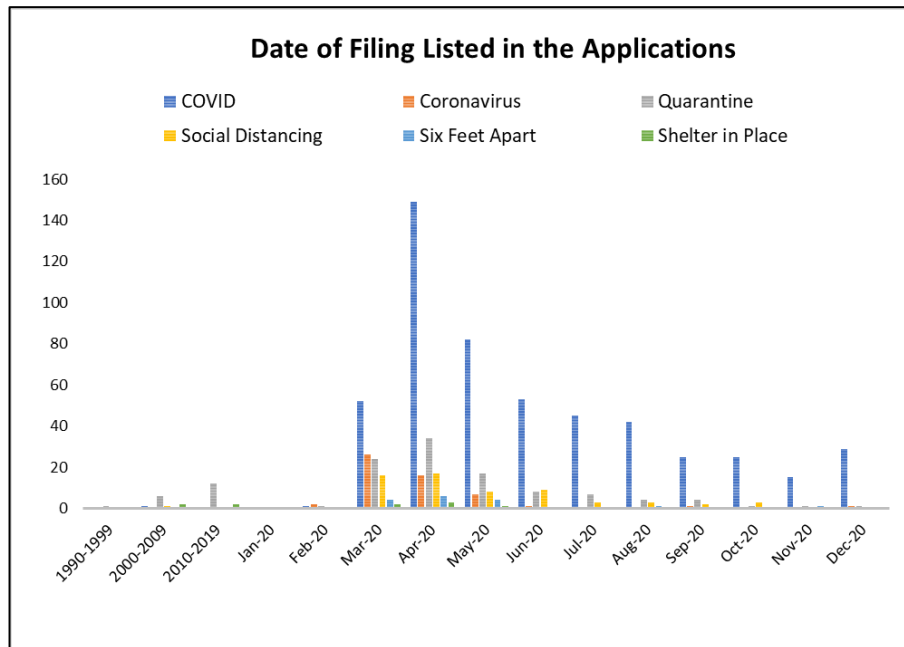


Figure 12

As mentioned, the cumulative data of the COVID-19-related applications additionally indicate how the filing of activity followed the development of the pandemic. In particular, as detailed in Figure 12, the number of applications filed started to increase in February 2020 and peaked in April 2020. Starting in May 2020, there has been a consistent decline in applications and a flattening in the last three months of 2020 with an average of 20-30 applications per month.

288. U.S. Trademark Application Serial No. 90/400,557 (filed Dec. 21, 2020).

289. U.S. Trademark Application Serial No. 90/371,001 (filed Dec. 9, 2020).

290. U.S. Trademark Application Serial No. 90/389,115 (filed Dec. 17, 2020).

291. U.S. Trademark Application Serial No. 90/358,181 (filed Dec. 3, 2020).

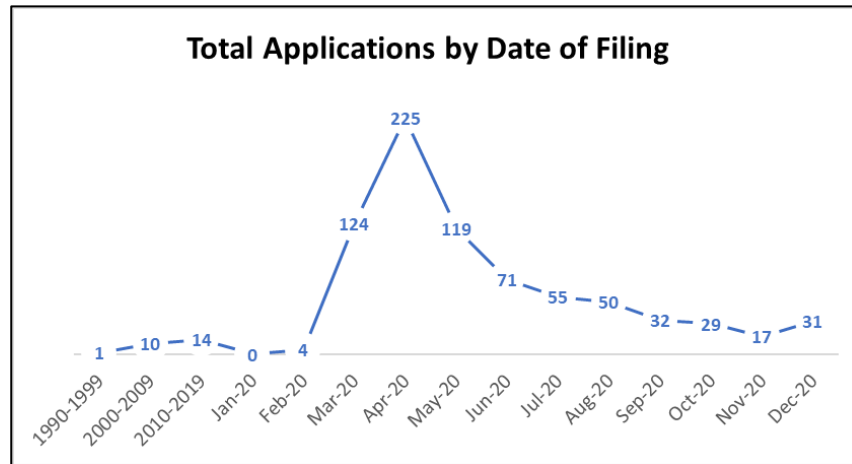


Figure 13

IV. LEGAL CHALLENGES TO REGISTER COVID-19-RELATED TRADEMARK APPLICATIONS

Since the rush to trademarking “COVID-19” and related terms started, it has been pointed out that several of these applications may unlikely be registered as they will face distinct legal challenges that may eventually lead to a refusal by the trademark examiners.

In this Section, I elaborate on these challenges based on the classification of the applications analyzed that I presented on Section III.A, notably: 1) medical and pandemic management-related products; 2) products unrelated to the pandemic; 3) merchandising and promotional products; and 4) applications also filed for merchandising and other products which comprise of slurs.

A. Legal Challenges Regarding Applications for Medical and Pandemic Management-Related Products

The first group of applications could raise issues related to the fact that the proposed signs do not comply with the fundamental requirement for trademark registrations: distinctiveness.

The notion of distinctiveness is central to trademark protection.²⁹² For a sign to be registered and protected as a mark, it should be able to

292. “The more distinctive or unique the mark, the deeper is its impress upon the public consciousness, and the greater its need for protection against vitiation or dissociation from the

distinguish the products that it identifies from similar ones.²⁹³ Under U.S. law, signs are commonly categorized as generic, descriptive, suggestive, fanciful, and arbitrary.²⁹⁴ Distinctiveness includes both inherently distinctiveness²⁹⁵ and distinctives acquired through secondary meaning,²⁹⁶ that is, when an otherwise descriptive term's "*primary* significance . . . in the minds of the consuming public is [no longer] the product but the producer."²⁹⁷ To the contrary, merely descriptive and generic names cannot be protected because they are not able to identify goods or services.²⁹⁸

In particular, trademark applications including COVID-19-related terms filed for medical or pandemic management-related products may be refused because the signs at issue are generic, merely descriptive, or merely informational of the products for which the registration is sought.²⁹⁹ In other words, any business and/or individual operating in the same sector should be able to use these terms to describe the function and purpose of their own goods or services as these terms are the basic terms to describe the products related to treatment of COVID-19 and the management of other aspects of the pandemic.³⁰⁰ In this respect, the USPTO may request that applicants submit a disclaimer, as part of the initial application or at a later stage, stating that no claim is made to the

particular product in connection with which it has been used." Frank I. Schechter, *The Rational Basis of Trademark Protection*, 40 HARV. L. REV. 813, 825 (1927).

293. See, e.g., William M. Landes & Richard A. Posner, *Trademark Law: An Economic Perspective*, 30 J. L. & ECON. 265, 265–266 (1987); Nicholas Economides, *The Economic Aspects of Trademarks*, 78 TRADEMARK REP. 523 (1988); William P. Kratzke, *Normative Economic Analysis of Trademark Law*, 21 MEM. ST. U. L. REV. 199 (1991).

294. *Abercrombie & Fitch Co. v. Hunting World, Inc.*, 537 F.2d 4, 9 (2d Cir. 1976).

295. See *Two Pesos, Inc. v. Taco Cabana, Inc.*, 505 U.S. 763, 768 (1992).

296. *Two Pesos*, 505 U.S. at 769; *Qualitex Co. v. Jacobson Prod. Co., Inc.*, 514 U.S. 159, 166 (1995); *Yamaha Intern'l. Corp. v. Hoshino Gakki Co, Ltd.*, 840 F.2d 1572, 1584 (Fed. Cir. 1988); *Park 'n Fly, Inc. v. Dollar Park and Fly, Inc.*, 469 U.S. 189, 196 (1985).

297. TMEP § 1212 (Oct. 2018) (citing *Ralston Purina Co. v. Thomas J. Lipton, Inc.*, 341 F. Supp. 129, 133 (S.D.N.Y. 1972)).

298. *Abercrombie*, 537 F.2d at 9 ("A generic term is one that refers, or has come to be understood as referring to the genus of which the particular product is a species.").

299. TMEP § 1209.01(c) (Oct. 2018). There is a two-part test applied to determine whether a mark is generic: "What is the genus of the goods or services at issue? and (2) Does the relevant public understand the designation primarily refer to that genus of goods or services?" TMEP § 1209.01(c)(i) (Oct. 2018).

300. Pedro Tavares, *Approve or Reject? The Worldwide Surge in COVID-19-Related Trademark Applications*, INT'L TRADEMARK ASS'N, 3 (2020), <https://www.inta.org/perspectives/approve-or-reject-the-worldwide-surge-in-covid-19-related-trademark-applications/> [<https://perma.cc/4FTS-GPD7>]; Rebecca Anderson-Smith, *Why a "COVID-19" trade mark should be rejected*, MEWBURN ELLIS LLP, <https://www.mewburn.com/news-insights/why-a-covid-19-trade-mark-should-be-rejected> [<https://perma.cc/WWP2-VNYL>].

exclusive right to use the terms “COVID,” “COVID-19,” “Coronavirus” or the other terms at issue.

For example, the application COVID-19 ANTIGEN TEST filed for chemicals for diagnostic use³⁰¹ would likely be deemed generic as the sign is mostly descriptive of the type of products at issue, which are precisely antigen tests to detect whether patients have contracted the COVID-19 disease. Similarly, the trademark application COVIDVAX filed for vaccine research and development³⁰² might be easily deemed descriptive, if not generic, because the sign at issue primarily describes the products, which is the vaccine for the COVID-19 disease. For example, COVID FACE SHIELD filed for face protection shields,³⁰³ is also likely to get rejected because the sign directly describes the product (face shields) and would be unable to distinguish the product from some other face shield used to protect from the spread of the virus. The trademark application COVID PLUS filed for medical apparatus is also likely to be denied for the same reasons.³⁰⁴ Other examples include THE CORONAVIRUS BLUES filed for pharmaceutical preparations in the nature of gel caps for reducing symptoms related to emotional and psychological issues;³⁰⁵ CORONAVIRUS FREE filed for medical compression tights;³⁰⁶ SOCIAL DISTANCING for cleaning preparations;³⁰⁷ and QUARANTINE COVID for face masks and gloves.³⁰⁸

Besides being possibly descriptive or generic, applications including COVID-19-related terms may also be rejected for being deceptive.³⁰⁹ Under the Lanham Act, signs that are deemed to be deceptive are automatically rejected by the examiners and include any signs that: 1) misdescribe the character, quality, function, or use of the products; 2) potential purchasers will likely believe the misdescription of the products; and 3) the misdescription will likely affect a significant portion of consumers’ decision to purchase the products.³¹⁰ This prohibition seeks to

301. U.S. Trademark Application Serial No. 90/127,775 (filed Aug. 20, 2020).

302. U.S. Trademark Application Serial No. 88/857,477 (filed Apr. 2, 2020).

303. U.S. Trademark Application Serial No. 88/851,488 (filed Mar. 28, 2020).

304. U.S. Trademark Application Serial No. 88/961,391 (filed June 12, 2020).

305. U.S. Trademark Application Serial No. 88/855,631 (filed Apr. 1, 2020). An Examiner’s Amendment was made adding a disclaimer to the record stating the following: “No claim is made to the exclusive right to use “CORONAVIRUS” apart from the mark as shown.”

306. U.S. Trademark Application Serial No. 88/864,812 (filed Apr. 8, 2020).

307. U.S. Trademark Application Serial No. 88/953,002 (filed June 8, 2020).

308. U.S. Trademark Application Serial No. 88/958,537 (filed June 10, 2020).

309. *See* 15 U.S.C. § 1052(a) (2018); TMEP § 1203.02. (Oct. 2018).

310. TMEP § 1203.02(b) (Oct 2018).

protect consumers from deceit when purchasing products in the market.³¹¹ Regarding the applications at issue, there could be a potential for deceit where the goods and services identified by these signs may imply a cure for the disease, or specific aspects of its management, when in fact there is not yet a cure, or these products would not necessarily comply with the function encapsulated in the signs, causing harm to or misleading consumers.³¹²

For instance, COVID CLEAR, a sign included in an application for all purpose disinfectants,³¹³ COVID KILLER for hand sanitizer,³¹⁴ or CORONAVIRUS FREE for medical compression tights³¹⁵ all might be deemed deceptive for attempting to mislead consumers into believing that the products will cure the disease or prevent the consumer from getting COVID-19. Other examples in this respect might be COV-BLOCK filed for research in the field of coronavirus and infectious diseases;³¹⁶ COV-BEAT filed for medical and scientific research in the field of coronavirus and infectious diseases;³¹⁷ and SOCIAL DISTANCING filed for cleaning preparations.³¹⁸

Lastly, unlike other countries, the USPTO can no longer reject COVID-19-related applications on the basis of public policy and morality.³¹⁹ As I elaborate in Section IV.D., the Supreme Court found

311. Tavares, *supra* note 300, at 10.

312. *Id.* at 11.

313. U.S. Trademark Application Serial No. 90/034,240 (filed July 2, 2020). An Office Action requiring an “Identification Amendment” was issued because the application consisted of deceptive matter. The applicant was permitted to amend the identification to the following: “Class 005: All purpose disinfectants for preventing the transmission of COVID-19.” U.S. PAT. & TRADEMARK OFFICE, U.S. DEP’T OF COMMERCE, U.S. Trademark Application Serial No. 90/034,240, OFFICE ACTION (Dec. 8, 2020), <https://tsdr.uspto.gov/documentviewer?caseId=sn90034240&docId=OOA20201208081348#docIndex=0&page=1> [<https://perma.cc/R4YF-FHNE>].

314. U.S. Trademark Application Serial No. 88/871,437 (filed Apr. 14, 2020). An Office Action requiring an “Identification Amendment” was issued because the application consisted of deceptive matter. The applicant was permitted to amend the identification to the following: “Class 005: Hand sanitizers for preventing the transmission of coronavirus.” U.S. PAT. & TRADEMARK OFFICE, U.S. DEP’T OF COMMERCE, U.S. Trademark Application Serial No. 88/871,437, OFFICE ACTION (Oct. 22, 2020), <https://tsdr.uspto.gov/documentviewer?caseId=sn88871437&docId=OOA20201022095555#docIndex=0&page=1> [<https://perma.cc/EZM6-ZD5Z>].

315. U.S. Trademark Application Serial No. 88/864,812 (filed Apr. 8, 2020).

316. U.S. Trademark Application Serial No. 88/870,064 (filed Apr. 13, 2020).

317. U.S. Trademark Application Serial No. 88/870,071 (filed Apr. 13, 2020).

318. U.S. Trademark Application Serial No. 88/953,002 (filed June 8, 2020).

319. *Trademarks Public Policy and Principles of Morality in the Time of Corona*, CMS LAW (Apr. 24, 2020), https://www.cms-lawnow.com/ealerts/2020/04/trademarks-public-policy-and-principles-of-morality-in-the-time-of-corona?cc_lang=en [<https://perma.cc/3UNT-XRRN>]; Virginia Debernardi, *The EUIPO’s Approach to ‘Covid-19’ Trade Mark Applications*, MAASTRICHT UNIV. (Dec. 3, 2020), <https://www.maastrichtuniversity.nl/blog/2020/12/euipo’s-approach-‘covid-19’->

these provisions unconstitutional in the recent decisions in *Iancu v. Brunetti* and *Matal v. Tam*.³²⁰ Should this possibility still apply, several applications in this group could have been rejected based on these grounds, as it seems to be the case in other countries.³²¹

B. *Legal Challenges Regarding Applications for Unrelated Products*

Whereas signs including COVID-19-related terms for applications regarding medical and pandemic management-related products may be found descriptive or generic, the same may not be said for applications filed for unrelated products.

As mentioned in Section IV.A, marks are categorized as generic, descriptive, suggestive, fanciful, or arbitrary based on their level of distinctiveness.³²² In particular, arbitrary marks are signs that comprise of common and descriptive terms, which are used to identify products that are completely unrelated from the items that these terms otherwise identify linguistically.³²³ For instance, the term APPLE can be registered as a mark to identify computers or mobile phones, or the term IVORY to identify soaps. Arbitrary marks are considered to be inherently distinctive.³²⁴ In the case of the COVID-19-related trademark applications, it could be argued that using the term “COVID” or the other terms at issue to identify products that are not related to the disease or the management of the pandemic, such as cards games, gardening services, or wine, falls within the group of arbitrary trademarks.

Examples of applications including potentially arbitrary uses of the COVID-19-related terms for unrelated products could be: COVID SURVIVOR filed for playing cards and games;³²⁵ COVID BLUE filed for the advertising of commercial or residential real estate;³²⁶ COVID K9

trade-mark-applications [<https://perma.cc/EJZ4-TTAB>]; Anderson-Smith, *supra* note 300; see also Jens Schovsbo & Thomas Riis, *Public Policy Limitations on Trademark Subject Matter*, in CAMBRIDGE HANDBOOK OF INTERNATIONAL AND COMPARATIVE TRADEMARK LAW 241 (Irene Calboli & Jane C. Ginsburg, eds. 2020).

320. *Iancu v. Brunetti*, 139 S. Ct. 2294 (2019); *Matal v. Tam*, 137 S. Ct. 1744 (2017).

321. See, e.g., Tavares, *supra* note 300 (citing examples of COVID-19-related trademarks that have been rejected in China for being “detrimental to socialists morals or customs, or [have] other unwholesome influences” such as: “LI WENLIANG” filed for the name of the doctor who first warned others about the virus and “HUOSHENSHAN” filed for the name of a hospital that was built in just a few days as a response to the pandemic).

322. *Abercrombie & Fitch Co. v. Hunting World, Inc.*, 537 F.2d 4, 9 (2d Cir. 1976).

323. TMEP § 1209.01(a) (Oct. 2018).

324. *Abercrombie*, 537 F.2d at 11.

325. U.S. Trademark Application Serial No. 88/859,692 (filed Apr. 3, 2020).

326. U.S. Trademark Application Serial No. 88/845,817 (filed Mar. 24, 2020).

filed for dog training;³²⁷ COVID COUCH POTATO filed for a fitness program;³²⁸ COVIDBLAST filed for a computer game;³²⁹ COVID KIT filed for lip balm;³³⁰ COVID CADDIE filed for golf accessories;³³¹ COVID-KUSH filed for chewy candies and gelatin desserts;³³² COVID DEFENSE filed for herbal supplements;³³³ QUARANFEAST SINCE CORONAVIRUS 2020 filed for online social networking in the field of food;³³⁴ SIDE BY SIDE SIX FEET APART filed for retirement homes;³³⁵ SOCIAL DISTANCING filed for beer;³³⁶ SHELTER-N-PLACE filed for board games;³³⁷ and FACES OF QUARANTINE filed for prints/pictures/art.³³⁸

Hence, regardless of the fact that these terms may be used arbitrarily, trademark applications within this group could still be rejected because the proposed signs ultimately may not (and likely do not) indicate the commercial source of the goods, but simply describe the current pandemic in the mind of the consumers.³³⁹ In other words, several of these applications could be rejected because the proposed signs “fail to function” as trademarks and are used ornamentally (or rather as sensational ornamentations).

In particular, as illustrated by the USPTO, “failure-to-function” occurs when a mark does not “identify and distinguish the source of a good or service”³⁴⁰ and the use of terms related to the COVID-19 pandemic for unrelated products could well fit within this definition. In particular, as highlighted by the USPTO, “[t]erms and expressions that merely convey an informational message are not registrable.”³⁴¹ In all the examples above it could be said that the proposed signs do not function as trademarks and do not identify the commercial source of the products.

327. U.S. Trademark Application Serial No. 88/891,301 (filed Apr. 28, 2020).

328. U.S. Trademark Application Serial No. 88/925,852 (filed May 20, 2020).

329. U.S. Trademark Application Serial No. 88/913,406 (filed May 13, 2020).

330. U.S. Trademark Application Serial No. 90/025,383 (filed June 29, 2020).

331. U.S. Trademark Application Serial No. 90/025,569 (filed June 29, 2020).

332. U.S. Trademark Application Serial No. 90/083,209 (filed July 30, 2020).

333. U.S. Trademark Application Serial No. 90/061,157 (filed July 20, 2020).

334. U.S. Trademark Application Serial No. 88/917,877 (filed May 15, 2020).

335. U.S. Trademark Application Serial No. 88/903,578 (filed May 6, 2020).

336. U.S. Trademark Application Serial No. 88/840,924 (filed Mar. 19, 2020).

337. U.S. Trademark Application Serial No. 88/891,255 (filed Apr. 28, 2020).

338. U.S. Trademark Application Serial No. 90/098,041 (filed Aug. 6, 2020).

339. *See, e.g.*, U.S. Trademark Application Serial No. 88/861,600 (filed Apr. 6, 2020).

340. TMEP § 904.07(b) (Oct. 2018). Brandon Leahy, *You Know What It Is: Taco Tuesday and the Failure-to-Function Doctrine in Trademark Law*, 26 (6) THE INTELL. PROP. STRATEGIST 1, 1 (2020).

341. *In re Eagle Crest, Inc.*, 96 U.S.P.Q.2d 1227, 1229 (T.T.A.B. 2010).

Notably, those signs are “a commonplace term, message, or expression widely used by a variety of sources that merely conveys an ordinary, familiar, well-recognized concept or sentiment.”³⁴² Additional examples in this respect could include, amongst others: COVID filed for various firearms including machine guns and air rifles;³⁴³ COVID-19 filed for cards games;³⁴⁴ COVID LAW GROUP for legal services,³⁴⁵ CORONAVIRUS filed for audio tapes, t-shirts, and live vocals;³⁴⁶ and SOCIAL DISTANCING filed for beer.³⁴⁷ To assess whether the sign could not function as a mark would depend on how the sign is perceived by the relevant public.³⁴⁸

To a large extent, it also seems that many of the signs in the applications at issue are used ornamentally on the products. Yet, for a

342. See *In re Wal-Mart Stores, Inc.*, 129 U.S.P.Q.2d 1148, 1160 (T.T.A.B. 2019) (holding INVESTING IN AMERICAN JOBS not registrable for retail store services because the mark would be perceived merely as a commonly-used informational message).

343. U.S. Trademark Application Serial No. 88/877,649 (filed Apr. 18, 2020). An Office Action was issued for failure to function because the mark does not distinguish the goods from other similar goods. U.S. PAT. & TRADEMARK OFFICE, U.S. DEP’T OF COMMERCE, U.S. Trademark Application Serial No. 88/877,649, OFFICE ACTION (Oct. 15, 2020), <https://tsdr.uspto.gov/documentviewer?caseId=sn88877649&docId=OOA20201015110453#docIndex=0&page=1> [<https://perma.cc/T6BN-HVKA>].

344. U.S. Trademark Application Serial No. 88/880,534 (filed Apr. 21, 2020). An Office Action was issued for likelihood of confusion and failure to function because the mark is a common word that consumers would not identify the product with. U.S. PAT. & TRADEMARK OFFICE, U.S. DEP’T OF COMMERCE, U.S. Trademark Application Serial No. 88/880,534, OFFICE ACTION (Oct. 19, 2020), <https://tsdr.uspto.gov/documentviewer?caseId=sn88880534&docId=OOA20201019060846#docIndex=0&page=1> [<https://perma.cc/4PAG-5KQ3>].

345. U.S. Trademark Application Serial No. 88/884,364 (filed Apr. 23, 2020). An Office Action was issued for failure to function, likelihood of confusion, and for the sign being merely descriptive. U.S. PAT. & TRADEMARK OFFICE, U.S. DEP’T OF COMMERCE, U.S. Trademark Application Serial No. 88/884,364, OFFICE ACTION (Oct. 26, 2020), <https://tsdr.uspto.gov/documentviewer?caseId=sn88884364&docId=OOA20201026060936> [<https://perma.cc/3T4J-7JZ5>].

346. U.S. Trademark Application Serial No. 88/790,444 (filed Feb. 9, 2020). An Office Action was issued for failure to function because the public would not perceive the mark as source-identifying. U.S. PAT. & TRADEMARK OFFICE, U.S. DEP’T OF COMMERCE, U.S. Trademark Application Serial No. 88/790,444, OFFICE ACTION (Aug. 15, 2020), <https://tsdr.uspto.gov/documentviewer?caseId=sn88790444&docId=OOA20200815180601> [<https://perma.cc/7746-7SB7>].

347. U.S. Trademark Application Serial No. 88/840,924 (filed Mar. 19, 2020). An Office Action was issued for failure to function because the mark is a commonly used phrase. U.S. PAT. & TRADEMARK OFFICE, U.S. DEP’T OF COMMERCE, U.S. Trademark Application Serial No. 88/871,437, OFFICE ACTION (July 27, 2020), <https://tsdr.uspto.gov/documentviewer?caseId=sn88840924&docId=OOA20200727182826> [<https://perma.cc/HQE3-KP4R>].

348. *In re Wal-Mart Stores, Inc.*, 129 U.S.P.Q.2d at 1150 (citing *D.C. One Wholesaler, Inc. v. Chien*, 120 U.S.P.Q.2d 1710, 1713 (T.T.A.B. 2016)); *In re Eagle Crest, Inc.*, 96 U.S.P.Q.2d at 1229; TMEP §1202.04. (“The more commonly a [term or expression] is used, the less likely that the public will use it to identify only one source and the less likely that it will be recognized by purchasers as a trademark [or service mark].”); *In re Hulting*, 107 U.S.P.Q.2d 1175, 1177 (T.T.A.B. 2013).

mark to be registered, applicants should provide a proper specimen to the USPTO, which should clearly identify how the sign is used on the products.³⁴⁹ Usually, a tag or label is an acceptable specimen³⁵⁰ as long as it identifies the actual source of the product and is not merely a trade name.³⁵¹ To the contrary, when only the sign is shown in the specimen—for example prominently displaying the word “COVID” or “Coronavirus” on the products—the application is likely to be rejected.³⁵² For instance, the following applications could easily be rejected because they could be found to be ornamental use of the proposed sign: COVID-19 2020 FRONTLINE HERO THANK YOU FOR YOUR SERVICE COIN HAS DEPICTION OF CORONAVIRUS, SURGICAL MASK AND AMERICAN FLAG filed for a commemorative coin in which the specimen depicts the phrase on a coin;³⁵³ COVID KEY filed for multi-function hand tools in which the specimen depicts the phrase as the name of the product but is not shown on a label or tag;³⁵⁴ NO MORE COVID19 TEAM MEMBER filed for a world-wide campaign and fundraising project;³⁵⁵ or SOCIAL DISTANCING filed for wine.³⁵⁶

349. TMEP § 904.03 (Oct. 2018).

350. *Id.* See also *In re Sones*, 590 F.3d 1282, 1288, 93 U.S.P.Q. 2d 1118 (Fed. Cir. 2009).

351. TMEP § 904.03 (Oct. 2018); see also *In re Supply Guys, Inc.*, 86 U.S.P.Q.2d 1488 (T.T.A.B. 2008).

352. See TMEP § 1202.03 (Oct. 2018); *In re Olin Corp.*, 181 U.S.P.Q. 182, 182 (T.T.A.B. 1973) (the phrase “Swallow Your Leader” on the front of a t-shirt was merely ornamental and did not show trademark use). When determining whether a design on merchandise is merely ornamental, the “size, location, dominance, and significance” of the mark are analyzed. *Ornamental Refusal and How to Overcome this Refusal*, USPTO, <https://www.uspto.gov/trademark/laws-regulations/ornamental-refusal-and-how-overcome-refusal-0> [<https://perma.cc/49R4-Q2AG>].

353. U.S. Trademark Application Serial No. 88/919,461 (filed May 16, 2020).

354. U.S. Trademark Application Serial No. 88/926,521 (filed May 21, 2020). An Office Action was issued and refused registration because the specimen was insufficient for not including the required date on the webpage. U.S. PAT. & TRADEMARK OFFICE, U.S. DEP’T OF COMMERCE, U.S. Trademark Application Serial No. 88/926,521, OFFICE ACTION (Dec. 8, 2020), <https://tsdr.uspto.gov/documentviewer?caseId=sn88926521&docId=OOA20201208090340> [<https://perma.cc/A5ZA-XX57>].

355. U.S. Trademark Application Serial No. 88/877,028 (filed Apr. 17, 2020). An Office Action was issued for failure to function as the expression is commonly used to refer to the end of the pandemic. U.S. PAT. & TRADEMARK OFFICE, U.S. DEP’T OF COMMERCE, U.S. Trademark Application Serial No. 88/877,028, OFFICE ACTION (Nov. 3, 2020), <https://tsdr.uspto.gov/documentviewer?caseId=sn88877028&docId=OOA20201103131401> [<https://perma.cc/JKJ4-345W>].

356. U.S. Trademark Application Serial No. 88/855,555 (filed Apr. 1, 2020). An Office Action was issued for failure to function because the mark is does not indicate a source of the goods and for likelihood of confusion. U.S. PAT. & TRADEMARK OFFICE, U.S. DEP’T OF COMMERCE, U.S. Trademark Application Serial No. 88/855,555, OFFICE ACTION (July 30, 2020), <https://tsdr.uspto.gov/>

On the other hand, as mentioned in Section IV.A, the COVID-19-related applications in this group can no longer be rejected based on grounds related to public policy and morality in the U.S.³⁵⁷

C. *Legal Challenges Regarding Applications for Merchandising and Promotional Products*

Similar observations related to failure-to-function and ornamental use apply to the third group of applications; those regarding merchandising and promotional products, a large part of which could be rejected based on these grounds.

Trademark merchandising is the practice of using a mark “to identify and distinguish [products] a ‘secondary source’ in the sense of indicating sponsorship or authorization by a recognized entity.”³⁵⁸ The protection of this practice remains a disputed area in trademark law.³⁵⁹ It is well established, however, that a sign should receive protection when it continues to function as an indicator of the source of the products when it is also affixed to promotional products. Marquis plates or key chains with the Mercedes or Harley-Davidson logos are typical examples in this respect, as they indicate the affiliation of the products with the marks that identify them.³⁶⁰

However, it can be argued with reason that the signs filed for the COVID-19-related applications examined do not function as trademarks.³⁶¹ For example, the application I SURVIVED COVID 19

documentviewer?caseId=sn88855555&docId=OOA20200730101252 [https://perma.cc/4W7D-MMGB].

357. See *Iancu v. Brunetti*, 139 S. Ct. 2294 (2019); *Matal v. Tam*, 137 S. Ct. 1744 (2017).

358. *Univ. Book Store v. Univ. of Wis. Bd. of Regents*, 33 U.S.P.Q.2d (BNA) 1385, 1405 (T.T.A.B. 1994); *Am. Footwear Corp. v. Gen. Footwear Co.*, 609 F.2d 655, 660 (2d Cir. 1979).

359. Irene Calboli, *The Case for a “Limited” Protection of Trademark Merchandising*, U. ILL. L. REV. 865, 871 (2011); 4 J. THOMAS MCCARTHY, MCCARTHY ON TRADEMARKS AND UNFAIR COMPETITION §§ 24:10–12 (4th ed. 2010) (offering a comprehensive analysis of the positions on trademark analysis).

360. Irene Calboli, *The Case for a “Limited” Protection of Trademark Merchandising*, U. ILL. L. REV. 865, 874 (2011).

361. TMEP § 1202.19(e) (Oct. 2018); See Brandon Leahy, *You Know What It Is: Taco Tuesday and the Failure-to-Function Doctrine in Trademark Law*, 26 (6) THE INTELL. PROP. STRATEGIST 1, 1 (2020); Alexandra J. Roberts, *Trademark Failure to Function*, 104 IOWA L. REV. 1977 (2019); See, e.g., PARTY LIKE IT’S COVID, U.S. Trademark Application Serial No. 88/859,058 (filed Apr. 3, 2020); WE SURVIVED COVID-19, U.S. Trademark Application Serial No. 88/899,121 (filed May 4, 2020); COVID CRAZE, U.S. Trademark Application Serial No. 88/902,407 (filed May 6, 2020) (“Registration is refused because the applied-for mark is a slogan or term that does not function as a trademark or service mark to indicate the source of applicant’s goods and/or services and to identify and distinguish them from others” and “In this case, the applied-for mark is a commonplace term,

AND ALL I GOT filed for mugs, hats, sweatshirts, and t-shirts may be rejected because the proposed sign does not indicate the commercial source of the goods and simply describes the current pandemic.³⁶² Similarly, the application I SURVIVED COVID-19 filed for hats, hoodies, shirts, sweatshirts, and t-shirts does not create a distinct meaning between the products and the commercial source.³⁶³ Other examples include COVID-19 VACCINATED filed for buttons and non-medical face masks;³⁶⁴ #CORONAVIRUS for merchandising and clothing;³⁶⁵ THANKS FOR PRACTICING SOCIAL DISTANCING filed for decals;³⁶⁶ ESD EXTREME SOCIAL DISTANCING filed for photos of outdoor sports;³⁶⁷ SIX FEET APART OR SIX FEET UNDER filed for apparel;³⁶⁸ and THE QUARANTINE KID filed for all types of clothing

message, or expression widely used by a variety of sources that merely conveys an ordinary, familiar, well-recognized concept or sentiment.”)

362. U.S. Trademark Application Serial No. 88/940,228 (filed May 29, 2020). An Office Action was issued for failure to function—Informational Matter as a common expression used by people or survived the disease. U.S. PAT. & TRADEMARK OFFICE, U.S. DEP’T OF COMMERCE, U.S. Trademark Application Serial No. 88/940,228, OFFICE ACTION (Nov. 18, 2020), <https://tsdr.uspto.gov/documentviewer?caseId=sn88940228&docId=OOA20201118094817> [<https://perma.cc/RQ6T-U37N>].

363. U.S. Trademark Application Serial No. 88/828,155 (filed Mar. 10, 2020). An Office Action was issued for failure to function—Informational Matter as the mark is a common expression. U.S. PAT. & TRADEMARK OFFICE, U.S. DEP’T OF COMMERCE, U.S. Trademark Application Serial No. 88/828,155, OFFICE ACTION (July 28, 2020), <https://tsdr.uspto.gov/documentviewer?caseId=sn88828155&docId=OOA20200728101810> [<https://perma.cc/FT7G-2XFQ>].

364. U.S. Trademark Application Serial No. 90/166,262 (filed Sept. 8, 2020).

365. U.S. Trademark Application Serial No. 88/872,578 (filed Apr. 15, 2020). An Office Action was issued for failure to function as the mark is commonly used to refer to the virus and for a likelihood of confusion. U.S. PAT. & TRADEMARK OFFICE, U.S. DEP’T OF COMMERCE, U.S. Trademark Application Serial No. 88/872,578, OFFICE ACTION (Sept. 28, 2020), <https://tsdr.uspto.gov/documentviewer?caseId=sn88872578&docId=OOA20200928080429> [<https://perma.cc/387S-UW4Z>].

366. U.S. Trademark Application Serial No. 88/942,934 (filed June 2, 2020). An Office Action was issued for failure to function as a trademark as the mark is a commonly used expression and is used in ordinary language by various sources. U.S. PAT. & TRADEMARK OFFICE, U.S. DEP’T OF COMMERCE, U.S. Trademark Application Serial No. 88/942,934, OFFICE ACTION (Dec. 29, 2020), <https://tsdr.uspto.gov/documentviewer?caseId=sn88942934&docId=OOA20201229172415> [<https://perma.cc/U7EG-5H3N>].

367. U.S. Trademark Application Serial No. 88/866,459 (filed Apr. 9, 2020). An Office Action was issued for likelihood of confusion and failure to function as the expression is commonly used. U.S. PAT. & TRADEMARK OFFICE, U.S. DEP’T OF COMMERCE, U.S. Trademark Application Serial No. 88/866,459, OFFICE ACTION (Aug. 19, 2020), <https://tsdr.uspto.gov/documentviewer?caseId=sn88866459&docId=OOA20200819110253> [<https://perma.cc/726Y-PK8L>].

368. U.S. Trademark Application Serial No. 88/869,174 (filed Apr. 13, 2020). An Office Action was issued for failure to function as a trademark because the mark is a slogan that does not indicate

for babies, children, women, and men.³⁶⁹ Invariably, the signs in these examples do not identify or distinguish the commercial source of the products and thus do not function as trademarks.

As a result, the applications examined may be rejected also because the proposed sign is used ornamentally. For example, the specimen for the sign COVID 19 filed for athletic apparel only includes an image of the sign printed in the left hand corner of the t-shirt;³⁷⁰ the specimen for the sign NEW YORK-20 COVID-19 filed for long-sleeved t-shirts, t-shirts, and tank tops simply includes an image of the words printed on the center of a t-shirt;³⁷¹ and the specimen for the sign COVID SURVIVOR filed for clothes only shows an image of the sign printed down the side of a pair of tights.³⁷² None of these specimens include the sign printed on a tag or label. Similarly, the specimen for the sign CORONAVIRUS FREE filed for medical compression tights, hats, and boots includes an image of the

the source of the goods. U.S. PAT. & TRADEMARK OFFICE, U.S. DEP'T OF COMMERCE, U.S. Trademark Application Serial No. 88/869,174, OFFICE ACTION (Aug. 28, 2020), <https://tsdr.uspto.gov/documentviewer?caseId=sn88869174&docId=NFIN20200828110634> [<https://perma.cc/DV9Q-XX2T>].

369. U.S. Trademark Application Serial No. 88/850,925 (filed Mar. 27, 2020). An Office Action was issued for failure to function because the expression is commonly used to refer to children living or conceived during the pandemic. U.S. PAT. & TRADEMARK OFFICE, U.S. DEP'T OF COMMERCE, U.S. Trademark Application Serial No. 88/850,925, OFFICE ACTION (Sept. 9, 2020), <https://tsdr.uspto.gov/documentviewer?caseId=sn88850925&docId=OOA20200909140613> [<https://perma.cc/N3TD-VQMV>].

370. U.S. Trademark Application Serial No. 88/861,600 (filed Apr. 6, 2020). An Office Action was issued requiring the applicant to issue a disclaimer because "COVID 19" does not function as a trademark to indicate the source of the goods. The application was also denied for likelihood of confusion, needing an amended description of the mark, and because the mark drawing differed from the specimen of the mark. U.S. PAT. & TRADEMARK OFFICE, U.S. DEP'T OF COMMERCE, U.S. Trademark Application Serial No. 88/861,600, OFFICE ACTION (Sept. 10, 2020), <https://tsdr.uspto.gov/documentviewer?caseId=sn88861600&docId=OOA20200910100143> [<https://perma.cc/VLX9-KHF7>].

371. U.S. Trademark Application Serial No. 88/864,717 (filed Apr. 8, 2020). An Office Action was issued for being merely ornamental, not including an acceptable specimen, and not including proper information and documentation. U.S. PAT. & TRADEMARK OFFICE, U.S. DEP'T OF COMMERCE, U.S. Trademark Application Serial No. 88/864,717, OFFICE ACTION (Oct. 15, 2020), <https://tsdr.uspto.gov/documentviewer?caseId=sn88864717&docId=OOA20201015095903> [<https://perma.cc/S6Q7-7FMW>].

372. U.S. Trademark Application Serial No. 88/919,451 (filed May 16, 2020). An Office Action was issued because the mark fails to function as the phrase is commonly used by people who have survived the disease. U.S. PAT. & TRADEMARK OFFICE, U.S. DEP'T OF COMMERCE, U.S. Trademark Application Serial No. 88/919,451, OFFICE ACTION (Oct. 21, 2020), <https://tsdr.uspto.gov/documentviewer?caseId=sn88919451&docId=OOA20201021213159> [<https://perma.cc/2DLG-4RZE>].

sign printed in the center of a shirt, but the tag on the shirt depicts a separate mark/brand.³⁷³

Some of these signs could also be refused based on the doctrine of “aesthetically functionality.” Aesthetic functionality differs from ornamentation and refers to a feature of a product that is not utilitarian in terms of product performance but is competitive in other ways.³⁷⁴ For example, examiners could find that a slogan using the terms examined in the Article printed on t-shirts, hats, mugs, or other promotional products is used as an aesthetic feature for the products (besides the fact that that sign would unlikely function as a mark). Historically, the doctrine of “aesthetic functionality” has caused confusion among examining attorneys and the courts, and is not invoked often.³⁷⁵ However, the doctrine could possibly be invoked when the sign is the main decorative feature of the product or actually is the product.³⁷⁶

Finally, as pointed out in Section IV.A & B, the use of COVID-19-related terms cannot longer be rejected based on grounds related to public policy and morality for merchandising and promotional products.³⁷⁷ This point is elaborated below.

D. Legal Challenges Regarding Applications Including Slurs for Promotional and Other Products

Historically, Section 2(a) of the Lanham Act included an absolute bar against registering trademarks that “consists of or comprises immoral, deceptive, or scandalous matter; or matter which may disparage or falsely suggest a connection with persons, living or dead, institutions, beliefs, or

373. U.S. Trademark Application Serial No. 88/864,812 (filed Apr. 8, 2020). An Office Action was issued because the mark fails to function; is merely descriptive; is merely ornamental; and the specimen is not acceptable as a digitally altered image, requires additional information, and does not show the mark’s use in commerce. U.S. PAT. & TRADEMARK OFFICE, U.S. DEP’T OF COMMERCE, U.S. Trademark Application Serial No. 88/864,812, OFFICE ACTION (Sept. 11, 2020), <https://tsdr.uspto.gov/documentviewer?caseId=sn88864812&docId=OOA20200911183445> [<https://perma.cc/C5JW-VRNV>].

374.

TMEP § 1202.02(a)(vi) (Oct. 2018); *Int’l Order of Job’s Daughters v. Lindeburg & Co.*, 633 F.2d 912, 917 (9th Cir. 1980).

375. *See In re DC Comics, Inc.*, 689 F.2d 1042, 1047–50 (C.C.P.A. 1982) (holding that the Board improperly “intermingled the concepts of utilitarian functionality and what has been termed ‘aesthetic functionality;’” and refusal based on aesthetic functionality where it is substituted for “more traditional source identification principles of trademark law,” such as the ornamentation).

376. *See, e.g., Job’s Daughters*, 633 F.3d at 918; *Pagliero v. Wallace China Co.*, 198 F.2d 339, 343–44 (9th Cir. 1952).

377. *See Iancu v. Brunetti*, 139 S. Ct. 2294 (2019); *Matal v. Tam*, 137 S. Ct. 1744 (2017).

national symbols, or bring them into contempt, or disrepute.”³⁷⁸ However, part of this provision has been found to be unconstitutional by the Supreme Court.³⁷⁹

In 2017, in *Matal v. Tam*, the Court held that denying the registration of a mark for being disparaging is an unconstitutional restriction of free speech.³⁸⁰ The case revolved around the trademark application for the term “THE SLANTS,” which had been rejected by the USPTO for being a “derogatory or offensive term.”³⁸¹ The Court disagreed in a unanimous opinion and found that the prohibition was “viewpoint” discrimination³⁸² and that “the public expression of ideas may not be prohibited merely because the ideas are themselves offensive to some of their hearers.”³⁸³ In particular, the Court rejected the government’s argument that trademarks are government speech and that a new, “government-program” doctrine should be the test for determining the constitutionality of disparaging marks.³⁸⁴ It also found that the provision failed the *Central Hudson* test³⁸⁵ because the disparagement clause was not narrowly drawn.³⁸⁶

Two years later, in *Iancu v. Brunetti*, the Court applied a similar analysis to the constitutionality of part of Section 2(a) related to the registration of immoral or scandalous marks.³⁸⁷ Here, the USPTO had denied an application including the term “FUCTION” for clothing.³⁸⁸ Like in *Tam*, the Court supported that the Lanham Act’s bar on immoral or scandalous marks was similarly viewpoint based and this type of discrimination is unconstitutional.³⁸⁹

378. 15 U.S.C. §§ 1052(a) (2018); *see, e.g.*, *Greyhound Corp. v. Both Worlds Inc.*, 6 U.S.P.Q.2d 1635 (T.T.A.B. 1988); *In re McGinley*, 660 F.2d 481 (C.C.P.A. 1981); *Bromberg, et al. v. Carmel Self Serv., Inc.*, 198 U.S.P.Q. 176 (T.T.A.B. 1978); *In re Tinseltown, Inc.*, 212 U.S.P.Q. 863 (T.T.A.B. 1981).

379. *See Iancu v. Brunetti*, 139 S. Ct. 2294 (2019); *Matal v. Tam*, 137 S. Ct. 1744 (2017).

380. *Tam*, 137 S. Ct. at 1751.

381. *Id.* at 1754.

382. *Id.* at 1765 (Kennedy, J., concurring) (“ . . . in greater detail why the First Amendment’s protections against viewpoint discrimination apply to the trademark here.”).

383. *Id.* at 1749 (quoting *Street v. New York*, 394 U.S. 576, 592 (1969)).

384. *Id.* at 1757.

385. *Id.* at 1764 (citing *Cent. Hudson Gas & Elec. Corp. v. Pub. Serv. Comm’n*, 447 U.S. 557 (1980)).

386. *Id.* at 1765.

387. *Iancu v. Brunetti*, 139 S. Ct. 2294, 2297 (2019).

388. *Id.*

389. *Id.* at 2299. Chief Justice Roberts, Justice Breyer, and Justice Sotomayor each filed separate opinions, in which they agreed that the prohibition on registering immoral or scandalous marks violated the Free Speech Clause, however, they found that the provision could be saved by applying the government’s proposed limitation to marks that are vulgar or obscene. *Id.* at 2303–10.

Accordingly, trademark applications containing slurs can no longer be denied today based on the finding that are disparaging, scandalous, or immoral. This also applies also to the COVID-19-related trademark applications. For example, applications such as #F*CK-U-COVID-19 filed for facemasks, merchandise, and clothing,³⁹⁰ FVCK COVID-19 filed for the licensing of the slogan,³⁹¹ or COVIDIOTS filed for imprinting the message on mugs and apparel³⁹² cannot be rejected by the USPTO simply for the offensive nature of these signs.

However, almost all these applications were filed for merchandising or promotional products.³⁹³ Accordingly, if they cannot be rejected based on the principle of morality and public policy, they are still likely to be rejected for failure to function as trademarks for the reasons discussed in Section IV.C., specifically because they are largely used as decorations and aesthetic features of the products to which they are affixed rather than as indications of commercial origin.³⁹⁴

Still, a few of the applications including slurs were filed for unrelated products and the question of the registrability of these applications remains. As elaborated in Section IV.B., these signs could theoretically

390. U.S. Trademark Application Serial No. 88/894,583 (filed Apr. 30, 2020) (the documents in the TDSR do not show any specimen for this application). An Office Action was issued for failure to function as a trademark because the mark is a version of a term that became popular during the pandemic “to convey a message of angry dismissal of the pandemic.” U.S. PAT. & TRADEMARK OFFICE, U.S. DEP’T OF COMMERCE, U.S. Trademark Application Serial No. 88/894,583, OFFICE ACTION (Sept. 28, 2020), <https://tsdr.uspto.gov/documentviewer?caseId=sn88894583&docId=OOA20200928165853> [<https://perma.cc/VHW9-Q9JU>].

391. U.S. Trademark Application Serial No. 88/870,268 (filed Apr. 13, 2020) (the documents in the TDSR do not show any specimen for this application). An Office Action was issued for failure to function as a trademark because the mark is a version of a term that became popular during the pandemic “to convey a message of angry dismissal of the pandemic.” U.S. PAT. & TRADEMARK OFFICE, U.S. DEP’T OF COMMERCE, U.S. Trademark Application Serial No. 88/870,268, OFFICE ACTION (Sept. 28, 2020), <https://tsdr.uspto.gov/documentviewer?caseId=sn88870268&docId=OOA20200928155817> [<https://perma.cc/W2TC-8VYL>].

392. U.S. Trademark Application Serial No. 88/919,504 (filed May 16, 2020) (the documents in the TDSR do not show any specimen for this application). An Office Action was issued for failure to function as a service mark because the abbreviation is “substantially synonymous” with the word it represents. U.S. PAT. & TRADEMARK OFFICE, U.S. DEP’T OF COMMERCE, U.S. Trademark Application Serial No. 88/919,504, OFFICE ACTION (Nov. 10, 2020), <https://tsdr.uspto.gov/documentviewer?caseId=sn88919504&docId=OOA20201110072920> [<https://perma.cc/N7G7-P4NT>].

393. 10 out of the 13 slur applications were filed for various types of merchandise. The serial numbers for these applications are: 88/835,962, 88/859,106, 88/894,583, 88/895,418, 90/138,394, 90/277,846, 88/875,925, 88/897,876, 88/919,504, and 88/835,992.

394. See *supra* Section IV.C; see also Brandon Leahy, *You Know What It Is: Taco Tuesday and the Failure-to-Function Doctrine in Trademark Law*, 26 (6) THE INTELL. PROP. STRATEGIST 1, 1 (2020); see also TMEP § 1202.03(a) (Oct. 2018); *In re Peace Love World Live, LLC*, 127 U.S.P.Q.2d (BNA) 1400, 1403 (T.T.A.B. 2018).

be registered if the applicant can show that the mark is distinctive because the term is used arbitrarily to identify the products.³⁹⁵ For example, the applications including the sign FVCK COVID filed for beer³⁹⁶ could theoretically be registered if the sign is actually used to identify the beer products instead of just being a slogan for the beer. However, this seems unlikely. In particular, from the records in the TDSR, none of the applications including slurs seem to have any specimen filed or do not show any tag or label in the specimen that has been submitted. Thus, it could be said that these applications will probably be rejected.

V. CONTEXTUALIZING THE DATASET: THE UNPRECEDENTED IMPACT OF THE COVID-19 PANDEMIC ON TRADEMARK APPLICATIONS

In this Section, I attempt to contextualize the data presented in Section III. There is no doubt that the COVID-19 pandemic had a staggering effect on the number of applications filed with the USPTO. However, how staggering is this number when it is compared to the filings submitted for past sensational and tragic events, including previous pandemics?

To answer this question, I present two additional sets of data. First, I present the data related to applications that were filed in the occasion of past sensation events, including pandemics, and used the following terms: “9/11,” “War on Terror,” “Katrina,” “Ebola,” “Bird Flu,” and “HIV/AIDS.”³⁹⁷ Interestingly, the number of applications including these terms was considerably lower than the COVID-19-related applications with the exception of “HIV/AIDS.” Second, I present data related to a group of applications, which also use medical related terms, notably the terms: “Mask,” “Immunity,” “Antibodies,” “Pandemic,” “Epidemic,” and “Vaccine.” Even though these terms are general and not specifically

395. See TMEP § 1209.01(a) (Oct. 2018).

396. U.S. Trademark Application Serial No. 88/897,356 (filed May 1, 2020) (the specimen does not depict the mark on any product but simply the mark on a white background). An Office Action was issued for failure to function as a trademark and for submitting an unacceptable specimen. The mark fails to function because it is a common phrase and the specimen was unacceptable because it is merely a drawing or depiction of the mark. U.S. PAT. & TRADEMARK OFFICE, U.S. DEP'T OF COMMERCE, U.S. Trademark Application Serial No. 88/897,356, OFFICE ACTION (Sept. 28, 2020), <https://tsdr.uspto.gov/documentviewer?caselid=sn88897356&docId=OOA20200928233631> [<https://perma.cc/4LXD-AB7M>].

397. A search for both the terms “Severe Acute Respiratory Syndrome” and “SARS” provided no results. See UNITED STATES PATENT AND TRADEMARK OFFICE, <http://tmsearch.uspto.gov/bin/gate.exe?f=tess&state=4809:yeupdk.1.1> [<https://perma.cc/J7DH-PDHN>].

related to the COVID-19 pandemic, there was a considerable increase in filings for applications related to these terms in 2020.

A. Comparison with Applications for Previous Sensational Event, Including Pandemics

How could trademark applications including the terms “9/11,” “War on Terror,” “Katrina,” “Ebola,” “Bird Flu,” and “HIV” compare to the COVID-19-related applications? Like the COVID-19 pandemic, these terms refer to tragic events that had a strong, at times devastating, impact on the U.S. public. The emotional reactions to several of these events were, like with the COVID-19 pandemic, incredulity, anxiety, anger, and fear.

Notably, “9/11” marked one of the darkest days in U.S. history. On September 11, 2001, through four, coordinated terrorist attacks, Islamic terrorist hijacked four planes and crashed them into the Twin Towers in New York and the Pentagon in Washington D.C. One of the planes crashed into the ground in Pennsylvania after the passengers heroically reacted to the terrorists onboard.³⁹⁸ Over 2,900 people from 93 nations lost their lives, making it the deadliest attack on U.S. soil ever.³⁹⁹ Resulting from 9/11, the terms “War on Terror” refer to the international military campaign, which was launched by the U.S. in response to the terrorist attacks, leading to the U.S. war against Iraq and Afghanistan.⁴⁰⁰ A very high number of U.S. soldiers died as a result of this war, and the war was heavily criticized in the U.S. and abroad.⁴⁰¹ Also a tragic event that happened on U.S. soil, the term Hurricane “Katrina” refers to the U.S.’s costliest natural disaster in history.⁴⁰² Hurricane Katrina made landfall on August 29, 2005 as a category 4 hurricane and caused the

398. *9/11 FAQs*, 9/11 MEMORIAL & MUSEUM, <https://www.911memorial.org/911-faqs> [<https://perma.cc/8Q2L-3QPB>]; History.com Editors, *A Timeline of the U.S.-led War on Terror*, HISTORY, <https://www.history.com/topics/21st-century/war-on-terror-timeline> [<https://perma.cc/TDW6-HSXQ>].

399. *A Timeline of the U.S.-led War on Terror*, *supra* note 398.

400. *Id.*

401. David A. Blum & Nese F. Debruyne, *American War and Military Operations Casualties: Lists and Statistics*, CONG. RES. SERV. (July 29, 2020), <https://fas.org/sgp/crs/natsec/RL32492.pdf> [<https://perma.cc/MS9F-4TWE>]; Fred Kaplan, *The War in Afghanistan Was Doomed from the Start*, SLATE (Dec. 9, 2019), <https://slate.com/news-and-politics/2019/12/afghanistan-papers-washington-post-corruption.html> [<https://perma.cc/WN3G-KPCV>].

402.

Hurricane Katrina, BRITANNICA (2020), <https://www.britannica.com/event/Hurricane-Katrina> [<https://perma.cc/9KY8-W23A>].

deaths of over 1,800 people.⁴⁰³ Parts of the U.S. still have not fully recovered after the damage created by the hurricane.

Moreover, COVID-19 is not the first pandemic of our lives. The term “Ebola” refers to the Ebola Virus Disease, a rare and deadly disease that is transmitted through direct contact with an animal carrying the disease or a sick or dead person infected.⁴⁰⁴ Between 2014 and 2016, there was an outbreak of Ebola in West Africa where 28,616 cases were reported.⁴⁰⁵ “Bird Flu” refers to the disease caused by an infection with birds, otherwise known as the Avian Influenza.⁴⁰⁶ In 1997, there was an outbreak in China caused by poultry and since then, several other strains of the bird flu have infected hundreds of humans.⁴⁰⁷ In the past two decades, alarms about possible recurrences of the “Bird Flu” and have been frequently raised. Last, everyone is familiar with the terms “HIV” and “AIDS.” Human immunodeficiency virus (HIV) refers to a virus that is spread through contact with bodily fluids of an infected person, and can lead to acquired immunodeficiency syndrome (AIDS).⁴⁰⁸ HIV was first discovered in 1981 and led to one of the deadliest epidemics in history.⁴⁰⁹ There is still no cure for HIV, even though antiviral medications are now available to treat the symptoms.⁴¹⁰

Not surprisingly, these events led to the filing of several trademark applications.⁴¹¹ Table 7 lists the number of applications filed for each of

403. *Id.*

404. *What is Ebola Virus Disease?*, CTRS. FOR DISEASE CONTROL & PREVENTION, <https://www.cdc.gov/vhf/ebola/about.html> [<https://perma.cc/SKJ7-HQ9B>].

405. *2014-2016 Ebola Outbreak in West Africa*, CTRS. FOR DISEASE CONTROL & PREVENTION, <https://www.cdc.gov/vhf/ebola/history/2014-2016-outbreak/index.html> [<https://perma.cc/999W-FRVB>].

406. *Bird Flu Basics*, CTRS. FOR DISEASE CONTROL & PREVENTION, <https://www.cdc.gov/flu/avianflu/bird-flu-basics.htm> [<https://perma.cc/KN8Y-FASR>].

407. *Influenza (Avian and Other Zoonotic)*, WORLD HEALTH ORG., [https://www.who.int/news-room/fact-sheets/detail/influenza-\(avian-and-other-zoonotic\)](https://www.who.int/news-room/fact-sheets/detail/influenza-(avian-and-other-zoonotic)) [<https://perma.cc/J2CZ-XTX7>].

408. *What Are HIV and AIDS?*, HIV.GOV, <https://www.hiv.gov/hiv-basics/overview/about-hiv-and-aids/what-are-hiv-and-aids> [<https://perma.cc/TLW5-9UZH>].

409. *Id.*

410. *Id.*

411. No applications were filed, on the other hand, for the term “SARS.” SARS (Severe Acute Respiratory Syndrome) was a viral respiratory disease first identified at the beginning of 2003 that spread from China primarily to other countries in Asia. *Severe Acute Respiratory Syndrome (SARS)*, WORLD HEALTH ORG., https://www.who.int/health-topics/severe-acute-respiratory-syndrome#tab=tab_1 [<https://perma.cc/UV9S-6XDC>]. In addition, a small number of applications was filed for 2 additional pandemics. Notably, for “H1N1,” only 3 applications were filed and only one of these was registered. *See* H1N1, Registration No. 4,697,782 for H1N1. For “Swine Flu” only 6 applications were filed, and again only 1 registered. *See* SWINFLENOV, Registration No. 4,036,721. A relevant comparison are also the applications including the terms “Mad Cow,” for which 31 applications were filed and only 9 were registered. Of these registrations 5 are dead flings today.

these terms until December 31, 2020. To facilitate the comparison, Table 8 reports again the cumulative data for the COVID-19-related applications.

Terms Included in Applications Related to Tragic Events and Previous Pandemics	Total Applications (Until 12/31/2020)
9 / 11	56
War on Terror	10
Katrina	93
Ebola	15
Bird Flu	3
HIV / AIDS	232 / 673

Table 7

Terms Included in the "COVID-19 Related" Applications	Total Applications (Until 12/31/2020)
COVID	519
CORONAVIRUS	54
QUARANTINE	121
SOCIAL DISTANCING	62
SIX FEET APART	16
SHELTER IN PLACE	10

Table 8

In particular, the TESS search identified 56 applications which were filed for marks including the term "9/11" until this year. Examples of these applications include: REMEMBER 9/11 filed for t-shirts and hats by an individual on May 6, 2004;⁴¹² 9/11 FILMS filed for entertainment media production services by an individual on April 18, 2004;⁴¹³ and 9/11 PROMISE RUN filed for organizing and conducting a running event the proceeds of which are donated to charities related to the attacks of September 11, 2001 by a corporation on January 18, 2018.⁴¹⁴ Considering the magnitude of the tragedy, which affected the whole world and brought, for the first time, a large scale terrorist attack to the shores of the U.S., the number of applications file for "9/11" was considerably lower than the COVID-19-related applications.

A lower number, 10 applications, were filed for signs including the terms "War on Terror." Examples of these applications including: CITIZENS TO WIN THE WAR ON TERROR filed to promote public awareness of the gravity of the threat of international terrorism by an individual on February 26, 2007;⁴¹⁵ GWOT MEMORIAL

For the remaining live registrations, see MAD COW CUTLERY, Registration No. 5,888,250; MAD COW, Registration No. 5,465,152; MAD COW, Registration No. 3,833,879; Chinese character equivalent to "Mad Cow," Registration No. 4,624,566.

412. U.S. Trademark Application Serial No. 78/413,956 (filed May 6, 2004).

413. U.S. Trademark Application Serial No. 86/256,805 (filed Apr. 18, 2014).

414. 9/11 PROMISE RUN, Registration No. 5,707,286.

415. U.S. Trademark Application Serial No. 77/116,184 (filed Feb. 26, 2007).

FOUNDATION filed for charitable fundraising services by a non-profit corporation on August 30, 2016;⁴¹⁶ and INTELLIGENT SOLUTIONS FOR THE WAR ON TERROR filed for computer programs by an individual on March 3, 2006.⁴¹⁷ Also in this case, a large number of U.S. soldiers died in combat or were wounded and did not survive.⁴¹⁸ The lower numbers of these applications is also interesting to compare to the COVID-19-related applications.

93 trademark applications were filed, on the other hand, for the term “Katrina.” Hence, several of these applications are unrelated to Hurricane Katrina. Examples of these applications include: LESSONS FROM KATRINA filed for a book title by an individual on February 12, 2006;⁴¹⁹ KATRINA RITA FOUNDATION filed for disaster relief services by an individual on September 23, 2005;⁴²⁰ and KATRINA MUSEUM filed for guided tours of facilities or museums by an individual on August 21, 2007.⁴²¹ Here again, considering the number of casualties, those who had remained homeless, and the magnitude of the natural disaster, the gap between the trademark applications filed for this term, and the COVID-19-related applications is remarkable. Equally relevant, no record was found in the TESS for a search including the combined terms “Hurricane Katrina.”

As illustrated in the table above, the numbers of COVID-19-related applications are also considerably higher than the numbers of applications filed for terms related to previous pandemics with the exception of the HIV/AIDS pandemic. In particular, only 15 applications were filed for signs including the terms “Ebola.” Examples of these applications include: EBOLA CRISIS filed for electronic games by a corporation on July 18, 2005;⁴²² #KICKINGEBOLAOUTOFWESTAFRICA filed for promote public awareness of the Ebola Virus in West Africa by a corporation on February 25, 2015;⁴²³ and EBOLAWAY filed for antibacterial sprays and wipes by a limited partnership on October 17, 2014.⁴²⁴ The reason for the low number of applications may be that the Ebola outbreaks have happened, at least until now, far from the U.S. and

416. GWOT MEMORIAL FOUNDATION, Registration No. 5,153,019.

417. INTELLIGENT SOLUTIONS FOR THE WAR ON TERROR, Registration No. 3,196,566.

418. *American War and Military Operations Casualties: Lists and Statistics*, *supra* note 401.

419. U.S. Trademark Application Serial No. 78/812,958 (filed Feb. 12, 2006).

420. U.S. Trademark Application Serial No. 78/719,754 (filed Sept. 23, 2005).

421. U.S. Trademark Application Serial No. 77/260,169 (filed Aug. 21, 2007).

422. EBOLA CRISIS, Registration No. 3,353,523.

423. U.S. Trademark Application Serial No. 86/545,999 (filed Feb. 25, 2015).

424. U.S. Trademark Application Serial No. 86/427,218 (filed Oct. 17, 2014).

the public, albeit aware of the disease and the outbreaks, would not consider the pandemic as a truly sensational event.

Just three applications were also filed for signs including the terms “Bird Flu.” These applications are the following: BIRD FLU SOLUTIONS filed for business consultation services to handle a flu pandemic by an individual on January 14, 2006;⁴²⁵ BIRD FLU DEFENSE filed for dietary and nutritional supplements by an individual on November 17, 2005;⁴²⁶ and HOW TO SURVIVE THE BIRD FLU filed for books in the field of self-improvement by an individual on October 15, 2005.⁴²⁷ Also in this case, the bird flu pandemic may have remained an event far from the public imagination, as it (thankfully) never became a generalized danger for the population at large.

A larger number of applications were filed, instead, for the term “HIV” at 232 applications. Examples of these applications include: E.A.Sy. HIV filed for retail pharmacy services and registered on December 3, 2013;⁴²⁸ THE BODY THE COMPLETE HIV/AIDS RESOURCE filed for electronic publications and renewed on June 9, 2015;⁴²⁹ and HIV AGE POSITIVELY filed for providing grants for research, treatment, diagnosis, prevention, and awareness and registered on October 15, 2019.⁴³⁰ The higher number of these applications may be explained by the generalized fears and pervasiveness of the HIV AIDS pandemic worldwide, and the large attention that was given to it by many famous public figures.⁴³¹ An even larger number of applications, 673, were filed including the term “AIDS,” many of which, although not all, relate to products related to the acquired immunodeficiency syndrome.⁴³² Examples include, AIDS WALK SAN FRANCISCO filed for charitable fundraising services;⁴³³ GLOBAL AIDS DAY filed for educational

425. U.S. Trademark Application Serial No. 78/791,967 (filed Jan. 14, 2006).

426. U.S. Trademark Application Serial No. 78/755,926 (filed Nov. 17, 2005).

427. U.S. Trademark Application Serial No. 78/734,026 (filed Oct. 15, 2005).

428. E.A.Sy HIV, Registration No. 4,444,853.

429. THE BODY THE COMPLETE HIV/AIDS RESOURCE, Registration No. 4,752,538.

430. HIV AGE POSITIVELY, Registration No. 5,885,441.

431. See DALLAS BUYERS CLUB (Truth Entertainment & Voltage Pictures 2013); PHILADELPHIA, (Clinica Estetico 1993); Tasleem J. Padamsee, *Fighting an Epidemic in Political Context: Thirty-Five Years of HIV/AIDS Policy Making in the United States*, 33(3) SOC. HIST. OF MED. 1002 (2018); *HIV Prevention Works*, CTRS. FOR DISEASE CONTROL & PREVENTION, <https://www.cdc.gov/hiv/policies/hip/works.html> [<https://perma.cc/SY5N-97A5>].

432. To conduct this search, I selected the basic form on the TESS and retrieved only the records for the word “AIDS” plural and made sure the records for the singular word “AID” were not included in the final results of the search.

433. AIDS WALK SAN FRANCISCO, Registration No. 4,131,310.

services in the field of HIV and AIDS awareness;⁴³⁴ and AIDSVOTE filed to promote the interest of HIV/AIDS advocacy.⁴³⁵

Ultimately, probably only the HIV/AIDS pandemic can be compared with COVID-19 in terms of public awareness, societal fears, and strong emotions. This may justify the large number of applications in both cases, even though the beginning of the “HIV/AIDS” pandemic did not see a similar rush to trademark filings, and related applications have been filed in the span of several years.⁴³⁶

B. Comparison with Additional Applications Including Medical and Pandemic-Related Terms

Even though the numbers of COVID-19-related applications saw a dramatic growth in 2020, the reasons for this phenomenon remain unclear. In particular, why are so many individuals and small businesses filing applications including terms related to a pandemic that we all hope to put in the past as soon as possible and, in particular, for unrelated and promotional products? Certainly, one company that hopes to put the pandemic behind as soon as possible is Constellation Brands, the maker of “CORONA” beer, as the product has seen a decrease in profits and goodwill due to the unfortunate association with the name of the virus.⁴³⁷

Still, the magnitude of the phenomenon is a fact. This is further confirmed by the data related to an additional set of applications, which also include medical and pandemic-related terms, and notably: “Mask,” “Immunity,” “Antibodies,” “Pandemic,” “Epidemic,” and “Vaccine.” Even though these terms do not specifically relate (only) to the COVID-19 pandemic, the public has increasingly used these terms in 2020. Interestingly, this surge in popularity has also translated in an increase in trademark applications including these terms as illustrated in Table 9 (as compared to the COVID-19-related applications listed in Table 8).

434. GLOBAL AIDS DAY, Registration No. 3,226,225.

435. AIDSVOTE, Registration No. 3,145,296.

436. From the records in the TESS, the number of applications including the word “AIDS” never exceeded the number of 30 applications per year (the only exception being 1997 with 31 applications). Notably, between 1983 and 1990, only 101 applications were filed, whereas 179 applications were filed between 1991 and 2000, 261 applications were filed between 2001 and 2010, and 128 between 2011 and 2020.

437. Jenny G. Zhang, *Corona Beer Still Struggling With Confused Consumers Amid Coronavirus*, EATER (Feb. 28, 2020), <https://www.eater.com/2020/2/28/21157594/coronavirus-covid-19-corona-beer-confusion-continues> [<https://perma.cc/E2LD-SV7G>] (highlighting that “according to market research and data analytics company YouGov, buzz surrounding Corona beer has trended negative since COVID-19 started dominating the news cycle.”).

Terms Included in the "COVID-19 Related" Applications	Total Applications (Until 12/31/2020)
COVID	519
CORONAVIRUS	54
QUARANTINE	121
SOCIAL DISTANCING	62
SIX FEET APART	16
SHELTER IN PLACE	10

Table 8

General Medical Terms Included in Additional Applications	Total Applications (Until 12/31/2020)
MASK (singular)	2299 (740 in 2020)
IMMUNITY	352
ANTIBODIES	125
PANDEMIC	152
EPIDEMIC	91
VACCINE	510 (34 in 2020)

Table 9

Not surprisingly, the term "Mask" is the term that saw the highest increase, with 740 applications in 2020 (against an historical total of 2,299).⁴³⁸ Examples of applications using the term "Mask" include: MASK PARTY filed for online stores selling fashion and sanitary masks by a limited liability company on August 4, 2020;⁴³⁹ MASKLET filed for sanitary masks that can be converted into bracelets by an individual on July 16, 2020;⁴⁴⁰ and SEAT MASK filed for fitted seat covers for vehicles for sanitary purposes by an individual on July 8, 2020.⁴⁴¹

Similarly, 352 applications were filed for marks including the term "Immunity." Examples of these applications are: IMMUNITY filed for protective clothing for surgical purposes by an individual on July 23, 2020;⁴⁴² IMMUNITY BOOST filed for dietary supplements by a limited liability company on July 8, 2020;⁴⁴³ and POSITIVE IMMUNITY filed for bottled beverages by an individual on August 26, 2020.⁴⁴⁴ Moreover, 125 applications were filed for signs including the term "Antibodies" and examples of these applications are the following: ANTIBODY filed for apparel by a corporation on May 12, 2020;⁴⁴⁵ LEMMAB filed for research and development in the field of antibodies by a corporation on February

438. The search for the term "Mask" in the TESS was conducted only for the singular term. It did not include nor did it retrieve entries using the plural "Masks."

439. U.S. Trademark Application Serial No. 90/093,340 (filed Aug. 4, 2020).

440. U.S. Trademark Application Serial No. 90/055,798 (filed July 16, 2020).

441. U.S. Trademark Application Serial No. 90/040,704 (filed July 8, 2020).

442. U.S. Trademark Application Serial No. 90/069,265 (filed July 23, 2020).

443. U.S. Trademark Application Serial No. 90/042,255 (filed July 8, 2020).

444. U.S. Trademark Application Serial No. 90/139,231 (filed Aug. 26, 2020).

445. U.S. Trademark Application Serial No. 88/911,766 (filed May 12, 2020).

3, 2020;⁴⁴⁶ and “I HAVE ANTIBODIES” filed for apparel by an individual on April 22, 2020.⁴⁴⁷

The term “Pandemic” received 152 applications. Examples of these applications are: PANDEMIC MODE filed for office automatic equipment by a corporation on June 26, 2020;⁴⁴⁸ PANDEMIC 2020 filed for media production services by an individual on April 7, 2020;⁴⁴⁹ and PANDEMIC COUTURE filed for face masks by a limited liability company on March 25, 2020.⁴⁵⁰ There were 91 applications filed for the similar term “Epidemic” and examples of these applications are the following: MENTALDEMIC filed for seminars in the field of mental health by a corporation on September 23, 2020⁴⁵¹ and EPIDEMIC MODE filed for a software application by a corporation on June 26, 2020.⁴⁵²

Finally, a total of 510 applications were filed for the term “Vaccine.” 34 of these applications were filed in 2020, in particular in the past two months. Examples of these applications include: SINISTER VACCINE filed for sweatshirts, hats, and t-shirts by an individual on July 22, 2020;⁴⁵³ RAGE AGAINST THE VACCINE filed to promote public awareness about the effects of vaccines by an individual on September 14, 2020;⁴⁵⁴ and HOME VACCINE filed for sanitary cleansers by a corporation on July 7, 2020.⁴⁵⁵ As we have approached the end of 2020, the released of the first COVID-19 vaccine and the implementation of national vaccination programs across various countries suggest that these filings will certainly see an increase in the next few months.

Table 10 compares the numbers of applications for the COVID-19-related terms analyzed in detail in this Article with the filings submitted, in the past 10 years, for each of the additional terms analyzed: “Mask,” “Immunity,” “Antibodies,” “Pandemic,” “Epidemic,” and “Vaccine.” This comparison illustrates without any doubt the rapid increase of trademark filings including any medical terms—both COVID-19 specifically related and general—during the various months of 2020.⁴⁵⁶

446. U.S. Trademark Application Serial No. 88/782,389 (filed Feb. 3, 2020).

447. U.S. Trademark Application Serial No. 88/882,175 (filed Apr. 22, 2020).

448. U.S. Trademark Application Serial No. 90/022,363 (filed June 26, 2020).

449. U.S. Trademark Application Serial No. 88/863,233 (filed Apr. 7, 2020).

450. U.S. Trademark Application Serial No. 88/847,602 (filed Mar. 25, 2020).

451. U.S. Trademark Application Serial No. 90/203,211 (filed Sept. 23, 2020).

452. U.S. Trademark Application Serial No. 90/022,390 (filed June 26, 2020).

453. U.S. Trademark Application Serial No. 90/067,276 (filed July 22, 2020).

454. U.S. Trademark Application Serial No. 90/178,966 (filed Sept. 14, 2020).

455. U.S. Trademark Application Serial No. 90/040,240 (filed July 7, 2020).

456. These numbers are even more relevant when compared with the percentage change in trademark filings reported by the USPTO for all trademark filings, which is 9.6% for the FY 2020.

Applications Including "COVID-19 Related" Terms and General Medical Terms	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Total Applications (Until 12/31/2020)
COVID	0	0	0	0	0	0	0	0	0	518	519
Coronavirus	0	0	0	0	0	0	0	0	0	54	54
Quarantine	1	1	1	1	0	5	0	2	1	102	121
Social Distancing	0	0	0	0	0	0	0	0	0	62	62
Six Feet Apart	0	0	0	0	0	0	0	0	0	16	16
Shelter in Place	0	0	2	0	1	0	0	0	0	6	10
Mask	36	44	56	68	101	73	88	126	113	740	2299
Immunity	13	11	11	16	10	15	18	18	17	113	352
Antibodies	0	7	4	7	8	10	5	5	5	17	125
Pandemic	2	6	3	0	1	1	1	3	3	101	152
Epidemic	1	3	6	2	5	2	1	4	2	21	91
Vaccine	24	12	13	16	17	16	25	12	12	34	510

Table 10

Figure 14, provides an additional and final image of the impact that the COVID-19 pandemic has had on the trademark application system, and illustrates the raise in applications including "COVID-related" terms and other medical terms in 2020.

See FY 2020 Performance and Accountability Report, USPTO, 35 fig., (2020) <https://www.uspto.gov/sites/default/files/documents/USPTOFY20PAR.pdf> [<https://perma.cc/ZC9G-5M46>].

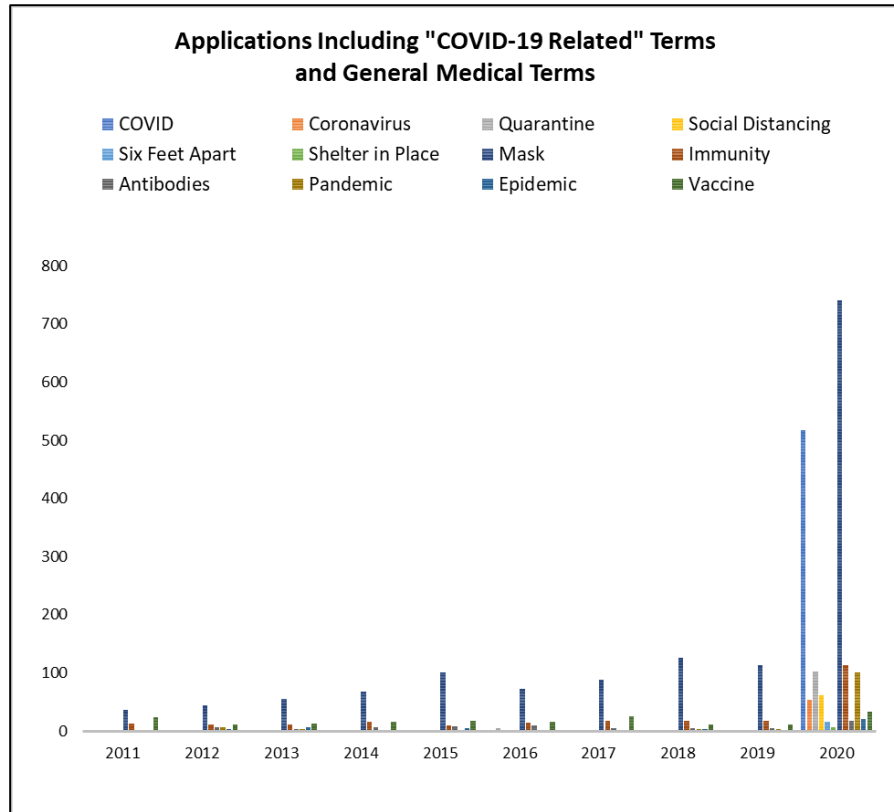


Figure 14

VI. CONCLUSION

The COVID-19 pandemic has proven to be unprecedented, including for the number of COVID-19-related trademark applications that have been filed in 2020. As highlighted in this Article, the motivations that have triggered this large number of filings remain difficult to understand, with perhaps the exception of those filed for medical and pandemic management-related products. Certainly, humans are attracted to sensations and applicants may think that sensation-driven terms may assist in promoting sales for their products. Still, a considerable number of these applications will likely be rejected for the reasons illustrated in this Article, namely because the signs may be found to be descriptive, possibly misleading, or do not function as trademarks because they are primarily ornamentations. It is also likely that several applications will be abandoned by the applicants during the examination process.

As I mentioned in the Introduction, attempting to register trademarks including terms related to sensational events is not a new phenomenon. However, this phenomenon remains a weak aspect of the trademark system. At this time, almost 800 COVID-19-related applications are under examination. It will take months, many office actions, time, efforts, and resources from our public administration before the system can process all these filings, and again several of the filings may be rejected. Moreover, additional applications may be filed in the current year 2021, which will require even more resources and public funding to examine and possibly also reject these applications.

The data presented in this Article can be read under multiple perspectives. One of these perspectives is that the USPTO, and possibly academics, could take the data as useful evidence to promote further studies on the effects of the phenomenon of filing trademark applications including terms related to sensational and famous events. In particular, the relationship between these filings and the fact that the largest group of filers are frequently individuals and small businesses should be further analyzed, as should the fact that a large percentage of these filings are for unrelated and promotional products. While it is important to incentivize applications by individuals and small businesses to promote economic activity, the filings at issue rarely promote such activity and, as highlighted, are frequently destined to be rejected. Ultimately, the large number of applications following the COVID-19 pandemic has exposed, to an unprecedented extent, the possible negative effects of this phenomenon. The data related to the applications could be useful to study these negative effects, and possibly formulate solutions.

APPENDIX

**Trademark Applications Including the Term “COVID”
Recorded in the TESS as of 12/31/2020**

Trademark Application	Serial # ⁴⁵⁷	Filing Entity	Goods/Services	International Class	Basis of Filing (Lanham Act)	Live/Dead	Date of Filing (Reverse Chronological Order)	Type of Activity
COVID TESTING MD	90433859	Corporation	* Medical services to diagnose and treat Coronavirus or SARS-CoV-2	Class 44	1a	Live	30-Dec-20	Medical & Pandemic- Related Products
COVID INN	90429385	LLC	Cups, Foam drink holders; Hats, Shirts	Class 21 Class 25	1b	Live	30-Dec-20	Merchandising & Promotional Products
COVID VACCINATED	90431251	LLC	Jewelry, namely, bracelets, wristbands and necklaces that also provides notification to the wearer of a pending medical related task; Rubber or silicone wristbands in the nature of a bracelet	Class 14	1b	Live	30-Dec-20	Merchandising & Promotional Products
COVID BREATH	90433861	Individual	Masks and Signs	Class 25	1b	Live	30-Dec-20	Merchandising & Promotional Products
I AM PROTECTED FROM COVID-19 CROSS OF VICTORY IN DEATH I AM COVERED UNDER THE BLOOD OF JESUS	90424367	Non-Profit	Bumper stickers	Class 16	1a	Live	29-Dec-20	Merchandising & Promotional Products
COVID WAS THE CASE	90418416	Individual	Hats, Sweatshirts, T-shirts	Class 25	1b	Live	28-Dec-20	Merchandising & Promotional Products
COVID BUDDY	90421773	Individual	Teddy bears	Class 28	1b	Live	28-Dec-20	Merchandising & Promotional Products
I GOT COVID VACCINE SHOT	90406944	Individual	Clothing, namely, shirts, shorts, shoes, hats, Key chains, lanyards, badges, license plates, license plate frames, mugs, cups, stickers	Class 25	1b	Live	23-Dec-20	Merchandising & Promotional Products
PETSURE! COVID 19 SWIFT KIT	90403706	Corporation	* Medical tests to diagnose and treat Coronavirus or SARS-CoV-2	Class 5 Class 10	1b	Live	22-Dec-20	Medical & Pandemic- Related Products
COVID SHIELD INFECTIOUS BUILDING COMPLIANCY	90400557	Corporation	Construction and operation of buildings	No Class Listed	1b	Live	21-Dec-20	Medical & Pandemic- Related Products
COVID, I'VE HAD IT!	90399434	LLC	Clothing namely, t-shirts, shirts, sweatshirts, pants, sweatpants, hats	Class 25	1b	Live	21-Dec-20	Merchandising & Promotional Products
COVID-19 VACCINATED	90371788	Corporation	Plastic bracelets in the nature of jewelry	Class 14	1a	Live	20-Dec-20	Merchandising & Promotional Products
STICK IT TO COVID	90395804	LLC	Consulting services in the field of health	Class 44	1b	Live	19-Dec-20	Medical & Pandemic- Related Products
COVID GUARD	90393354	Corporation	Protective barriers in the nature of movable office partitions	Class 20	1b	Live	18-Dec-20	Medical & Pandemic- Related Products

⁴⁵⁷ Registration number, if any, will also appear in this column.

COVID SANITY	90390306	Non-Profit Corp.	<i>*Providing public policy information in the field of benefits and harms of epidemic policies and providing testing related to COVID-19</i>	Class 35 Class 42 Class 44	1a	Live	17-Dec-20	Medical & Pandemic- Related Products
COVID-19 VACCINATED	90389115	Individual	Rubber or silicone wristbands in the nature of a bracelet	Class 14	1a	Live	17-Dec-20	Merchandising & Promotional Products
ORIGINAL COVID-19 VACCINATION WRISTBAND	90389158	Individual	Rubber or silicone wristbands in the nature of a bracelet	Class 14	1a	Live	17-Dec-20	Merchandising & Promotional Products
COVID RISK AVOIDANCE PROFILE C.R.A.P.	90386695	LLC	Sanitary masks for protection against viral infection	Class 10	1b	Live	16-Dec-20	Medical & Pandemic- Related Products
COVID RISK AVOIDANCE PROFILE	90386721	LLC	Beanies; Pajamas; Underwear; Baseball caps and hats; Sweat pants; Sweat shirts; Tee shirts	Class 25	1b	Live	16-Dec-20	Merchandising & Promotional Products
COVID COCKTAIL	90378853	Corporation	Physician services	Class 44	1a	Live	14-Dec-20	Medical & Pandemic- Related Products
CS COVID SAFE TECHNOLOGY	90375828	Individual	<i>* Display panels and other items related to computers mobile phones, handheld scanners, etc., advertising</i>	Class 9 Class 35	1b; 44d	Live	11-Dec-20	Unrelated Products
CARE FOR COVID PROGRAM	90369511	Corporation	<i>*Business consulting services related to COVID-19, software to track disease spread, testing and screening related to COVID-19</i>	Class 35 Class 42 Class 44	1a	Live	9-Dec-20	Medical & Pandemic- Related Products
SEROVISION COVID-19 IGM/IGG ANTIBODY RAPID TEST	90369415	Corporation	Genetic testing for medical purposes	Class 44	1a	Live	9-Dec-20	Medical & Pandemic- Related Products
COVID CLINIC	90371001	Individual	Health care services, namely, disease management programs	Class 44	1b	Live	9-Dec-20	Medical & Pandemic- Related Products
A COVID KINDA CHRISTMAS	90365096	Non-Profit Corp.	Merchandise, namely, shirts, sweaters, masks, mugs, buttons, hats, notebooks, posters, pens, glasses	Class 25	1b	Live	8-Dec-20	Merchandising & Promotional Products
CONVINCE INITIATIVE COVID-19 NEW VACCINE INFORMATION COMMUNICATION AND ENGAGEMENT	90361697	LLC	<i>*Band development for corporate clients</i>	Class 35	1a	Live	6-Dec-20	Unrelated Products
COVID-19 FREE ZONE	90359888	Individual	We are looking to establish Covid-19 Free zones so please can freely and comfortably return to large facilities like concert halls, sporting events and Movie Theaters for example	Class 35	1b	Live	4-Dec-20	Medical & Pandemic- Related Products
REMEMBER LIFE BEFORE 2020 B.C. "BEFORE COVID"	90353930	Individual	Undergarments; Bottoms as clothing; Footwear; Headwear; Tops as clothing	Class 25	1b	Live	2-Dec-20	Merchandising & Promotional Products
COVID IS BS, SO I DON'T WEAR RUBBERS	90355037	Individual	<i>* Various types of apparel</i>	Class 25	1b	Live	2-Dec-20	Merchandising & Promotional Products
T-COVID	90348636	Corporation	Vaccine preparations; Vaccines; Human vaccine preparations; Therapeutic vaccines	Class 5	1b	Live	30-Nov-20	Medical & Pandemic- Related Products
COVID 19 NEGATIVE! STAY BACK 6 FEET	90343228	Individual	T-shirts; Bottoms as clothing; Footwear; Headwear; Tops as clothing	Class 25	1b	Live	25-Nov-20	Merchandising & Promotional Products

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COVID COMBAT	90332787	LLC	* Vitamins; Dietary and nutritional supplements; Herbal supplements; and other supplements, etc.	Class 5	1b	Live	20-Nov-20	Unrelated Products
COVID-ZERO	90331022	Individual	Retail of disinfectant dispensers, solutions and cleaning products	Class 3	1a	Live	19-Nov-20	Medical & Pandemic- Related Products
COVID COLLABORATIVE	90329471	Corporation	* Downloadable electronic publications, reports, surveys, guidance, recommendations and research in the field of COVID-19 response	Class 9 Class 35	1a	Live	19-Nov-20	Medical & Pandemic- Related Products
SELF-CERTIFIED COVID COMPLIANT COVID-19 SAFE SCORE A CERTIFIED 20XX	90321093	LLC	* Certification services for workplace safety, compliance by businesses and employers with Centers for Disease Control and Prevention (CDC), World Health Organization (WHO), and other public safety guidelines concerning Covid-19 and other infectious diseases	No Class Listed	1b	Live	16-Nov-20	Medical & Pandemic- Related Products
COVID 19 SUPER FIGHTERS AND LIVE LONG, STAY HEALTHY AND BE SAFE.	90318067	Individual	It is a book that teaches Safety and Awareness on Covid-19 for children using eight animated Super Fighter characters from the planet of Zanzardja	Class 41	1b	Live	13-Nov-20	Medical & Pandemic- Related Products
I_CRUSHED COVID	90318202	LLC	Spiral-bound notebooks; Mugs; Baseball caps and hats; T- shirts	Class 16 Class 21 Class 25	1a	Live	13-Nov-20	Merchandising & Promotional Products
I_CRUSHED COVID	90318986	LLC	Mugs, Hats; T-shirts	Class 21 Class 25	1a	Live	13-Nov-20	Merchandising & Promotional Products
REGEN-COV19	90315557	Corporation	* Pharmaceutical and antiviral for treatment or prevention of COVID-19, coronavirus disease, and respiratory diseases and disorders	Class 5	1b	Live	12-Nov-20	Medical & Pandemic- Related Products
REGENCOV19	90315561	Corporation	* Pharmaceutical and antiviral for treatment or prevention of COVID-19, coronavirus disease, and respiratory diseases and disorders	Class 5	1b	Live	12-Nov-20	Medical & Pandemic- Related Products
PANDEMIC MIC COVID COVER	90299950	Individual	Nylon material microphone cover, with a zipper, protecting from germs and viruses	Class 9	1b	Live	5-Nov-20	Medical & Pandemic- Related Products
COVFLU-19	90298731	LLC	* Chemical products for diagnostic use; diagnostic preparations for scientific and research use; reagents, etc.	Class 1 Class 5 Class 42 Class 44	1a	Live	4-Nov-20	Medical & Pandemic- Related Products
COVID ADVOCATES	90298380	LLC	* Organizing and conducting support groups in the field of health care, lifestyles, and self-care for LGBT; Providing case management services, etc.	Class 45	1b	Live	4-Nov-20	Unrelated Products

COVID FILM CERTIFICATION	90293555	Individual	<i>* Consultation services in the field of cleaning of commercial buildings and residential properties; Business education and developing customized programs related to viral prevention</i>	Class 37 Class 41 Class 44	1b	Live	2-Nov-20	Unrelated Products
ROCKWALL RAPID COVID-19 TESTING	90289193	Corporation	Rockwall Rapid COVID-19 Testing Only	Class 44	1a	Live	30-Oct-20	Medical & Pandemic- Related Products
CHECK4COVID	90281820	LLC	Scientific instruments, namely, electronic analyzers for testing and analyzing chemical and biological substances for the presence, absence, or quantity of COVID-19 SARS-CoV-2 virus	Class 9	1b	Live	27-Oct-20	Medical & Pandemic- Related Products
PREZ BEATS COVID-19	90282205	Individual	Posters; Bumper stickers	Class 16	1b	Live	27-Oct-20	Merchandising & Promotional Products
PI#CHE COVID	90277856	Non-Profit	Masks and T-shirts T-shirts	Class 25	1a	Live	26-Oct-20	Merchandising & Promotional Products
F*#%ING COVID	90277846	Non-Profit	We will be selling masks, shirts and other items to raise money for those affected by COVID-19	Class 25	1a	Live	26-Oct-20	Application Including Slurs
COVID LIFE	90273179	Individual	<i>* Fabric sold as an integral component of finished clothing items</i>	Class 25	1b	Live	23-Oct-20	Merchandising & Promotional Products
COVID IN 19 WORDS	90267020	Individual	I intend to create a website to keep collecting stories and to hopefully publish a book (hopefully many books will sell) under the name I am trademarking	Class 16	1b	Live	20-Oct-20	Unrelated Products
COVIDONESTOP	90266807	LLC	<i>* Providing an interactive holistic web site featuring health information and (organic and holistic) services</i>	Class 44	1a	Live	20-Oct-20	Unrelated Products
COVID-19 VACCINES SAVE LIVES	90263748	Individual	Rubber or silicone wristbands in the nature of a bracelet	Class 14	1b	Live	19-Oct-20	Merchandising & Promotional Products
COVID LIFE	90261978	Individual	Bumper stickers; Magnetic bumper stickers	Class 16	1b	Live	18-Oct-20	Merchandising & Promotional Products
COVIDWORDCUP	90261126	LLC	<i>* Sanitary masks made of cloth for protection against viral infection; Computer services for services in the field of COVID-19</i>	Class 10 Class 42	1a; 1b	Live	17-Oct-20	Medical & Pandemic- Related Products
COVID 19 DANCE STAY SIX FEET WASH YOUR HANDS WEAR YOUR MASK	90258917	Individual	Clothing, namely, Hats; shirts; jackets; sweatshirts; sweat-pants; shorts; long sleeve t-shirts; tank tops; skirts; hoodies; headbands	Class 25	1a	Live	16-Oct-20	Merchandising & Promotional Products
COVID-19 CLEANING COVERAGE (CCC)	90260480	Corporation	Insurance carrier services	Class 36	1a	Live	16-Oct-20	Unrelated Products
ANTI-COVID BRUSH, FOR GUMS	90253798	Individual	<i>* Various tooth brushes and cases, and oral care kits</i>	Class 21	1b	Live	14-Oct-20	Unrelated Products

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COURAGE THRU COVID	90253721	Corporation	Promoting Covid-19 Vaccination through distribution of products such as wristbands and operation of a mobile and operation of a mobile application and/or website; wristbands; clothing	Class 35	1b	Live	14-Oct-20	Medical & Pandemic- Related Products
COVID3STEP PROVIDING PEACE OF MIND IN COVID TIMES	90252412	LLC	<i>* Providing an interactive holistic web site featuring health information and (organic and holistic) services</i>	Class 44	1b	Live	13-Oct-20	Unrelated Products
KILLS COVID-19 VIRUS	90243242	Corporation	Bleaching preparations for household use; Bleaching preparations for laundry use; Disinfectants	Class 3 Class 5	1b	Live	8-Oct-20	Medical & Pandemic- Related Products
COVID 12	90241982	Individual	Hats, T-shirts, Hoodies	Class 25	1b	Live	8-Oct-20	Merchandising & Promotional Products
THE COVID CONFEDERACY	90237235	Individual	Publishing of books, e-books, audio books, music and illustrations	Class 41	1b	Live	6-Oct-20	Unrelated Products
ROCKWALL RAPID COVID-19 TESTING	90238175	Corporation	Rapid Covid-19 Testing Only	Class 44	1a	Live	6-Oct-20	Medical & Pandemic- Related Products
LY-COV555	90235595	Corporation	<i>* Antiviral and other pharmaceutical preparations; research in the field of coronavirus and infectious diseases; Medical Information Services in the field of coronavirus and infectious diseases</i>	Class 5 Class 42 Class 44	1b	Live	5-Oct-20	Medical & Pandemic- Related Products
COVID LIFE	90234959	Individual	Direct marketing services	Class 35	1b	Live	5-Oct-20	Unrelated Products
COVID WATCH	90232656	Non-Profit Corp.	<i>* Downloadable software for privacy-preserving contact tracing with respect to infectious diseases, notification of potential exposure to infectious diseases, delivering medical information regarding infectious diseases, etc.</i>	Class 9 Class 41 Class 42	1a	Live	2-Oct-20	Medical & Pandemic- Related Products
THOU SHALL NOT COVID THY NEIGHBOR	90232571	Individual	T-shirt hats bags cups koozies	Class 25	1b	Live	2-Oct-20	Merchandising & Promotional Products
C V 19 COVID-19 VACCINE BRINGING AMERICANS TOGETHER AGAIN	90229922	Corporation	Buttons for clothing; Embroidered-patches for clothing	Class 26	1a	Live	1-Oct-20	Merchandising & Promotional Products
COVID 19 SENTINEL	79301184	LLC	Test reagents for scientific use; chemical testing kits for scientific use; Chemical test reagents (medical); chemical test reagents [veterinary]; diagnostic kits for medical purposes; medical services; and scientific research	Class 1 Class 5 Class 42 Class 44	66a	Live	30-Sep-20	Medical & Pandemic- Related Products
BECAUSE OF COVID	90210097	Individual	Face coverings being sanitary masks for protection against viral infection; Caps with visors; Baseball caps; Fashion masks being ski masks; Golf caps; T-shirts; Tee shirts	Class 10 Class 25	1b	Live	25-Sep-20	Merchandising & Promotional Products

COVI-AMG	90207690	Corporation	<i>* Pharmaceutical preparations for the treatment of infectious, viral, inflammatory, immunological, autoimmune and cardiovascular diseases and disorders, namely, COVID-19 and Coronavirus</i>	Class 5	1b	Live	24-Sep-20	Medical & Pandemic- Related Products
COVID-19 MADE IN CHINA	90205729	LLC	<i>* All types of apparel</i>	Class 25	1b	Live	24-Sep-20	Merchandising & Promotional Products
ALADDIN-C19	90199484	LLC	<i>* Masks, medical devices, and protective equipment</i>	Class 9 Class 10	1b	Live	22-Sep-20	Medical & Pandemic- Related Products
COVID DEFENSE SYSTEM	90192238	LLC	Disinfectants for sanitary purposes	Class 5	No Legal Basis Listed	Live	18-Sep-20	Medical & Pandemic- Related Products
2020 COVID-19 PANDEMIC SOMETIMES IT TAKES A DISASTER TO MOVE YOU SOMETIMES IT TAKES A DISASTER TO OPEN YOUR EYES SOMETIMES IT TAKES A DISASTER FOR OPPORTUNITIES TO BE CREATED SOMETIME IT TAKES A DISASTER TO SEND YOU A WAKE- UP CALL SOMETIME IT TAKES A DISASTER TO CHANGE YOUR PERSPECTIVE HAS THIS CHANGED YOU OR ARE YOU SITTING AROUND WAITING FOR THE NEXT DISASTER TO HIT? "DON'T JUST SIT THERE MAKE A MOVE AND DO SOMETHING"	90191508	Individual	T-shirts, face mask, clothing	Class 25	1b	Live	18-Sep-20	Merchandising & Promotional Products
STOP COVID HERE .COM	90186809	Individual	Dispensers for cleaning and disinfectant solutions	Class 21	1b	Live	17-Sep-20	Medical & Pandemic- Related Products
SPUTNIK VACCINE THE FIRST REGISTERED COVID-19 VACCINE PROVEN HUMAN ADENOVIRAL VECTOR TECHNOLOGY	79297676	LLC	Vaccines	Class 5	66a	Live	16-Sep-20	Medical & Pandemic- Related Products
STPUNK V THE FIRST REGISTERED COVID-19 VACCINE PROVEN HUMAN ADENOVIRAL VECTOR TECHNOLOGY	79297675	LLC	Vaccines	Class 5	66a	Live	16-Sep-20	Medical & Pandemic- Related Products
COVIDNUDGE	90180156	Private Limited Company	<i>* Computer software related to medical testing, kits for DNA testing, mentoring services related to genetic testing, research and development</i>	Class 9 Class 10 Class 41 Class 42 Class 44	1b; 44d	Live	14-Sep-20	Medical & Pandemic- Related Products

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COVID-19	90177320	Corporation	* Cleaner for use on non-medicated cleansers - decontamination and/or cleansing of air, hands and surfaces; Cleaning preparations	Class 3	1a	Live	13-Sep-20	Unrelated Products
COVID-19 PROOF	90177390	Corporation	* All purpose cleaning products and antibacterial cleaning products	Class 3 Class 5	1a	Live	13-Sep-20	Medical & Pandemic- Related Products
COVID HEALTH HEROES	90174680	Corporation	* Digital materials, namely, videos and posters, featuring graphic illustrations of heroes encouraging children to stay healthy and safe; etc .	Class 9 Class 10	1a	Live	11-Sep-20	Unrelated Products
COVID-19	90175567	Individual	Bumper stickers, t-shirts, baseball hats	Class 16	1b	Live	11-Sep-20	Merchandising & Promotional Products
COVID STRESS SYNDROME	90174830	LLC	Providing online forums for transmission among computer users	Class 38	1b	Live	11-Sep-20	Unrelated Products
COVID-19 CORONAVIRUS RECOVERY SYSTEM	90169872	LLC	Herbal pastes; Dietary and nutritional supplements; medicinal syrups containing elderberries; Medicinal teas; Pillows	Class 5 Class 20	1a	Live	9-Sep-20	Unrelated Products
COVID-19 VACCINATED	90166262	LLC	Buttons, face masks	Class 26	1b	Live	8-Sep-20	Merchandising & Promotional Products
STUPID COVID	90165837	Individual	Merchandising, licensing, etc	Class 45	1b	Live	8-Sep-20	Merchandising & Promotional Products
COVID19 EVICTION DEFENSE PROJECT	90162149	Corporation	* Various legal services; Providing legal services to disadvantaged persons through public advocacy programs	Class 45	1a	Live	6-Sep-20	Unrelated Products
NEW YORK FIGHTS COVID	90154010	Individual	Vaccine research and development	Class 42	1b	Live	2-Sep-20	Medical & Pandemic- Related Products
COVID 19 SCREENING	90151555	LLC	Inhaler and aroma spray kits for covid-19 testing	Class 10	1a	Live	1-Sep-20	Medical & Pandemic- Related Products
COVID CAN KISS MY MASK	90152581	Individual	T-shirts	Class 25	1b	Live	1-Sep-20	Merchandising & Promotional Products
DALLAS / DFW FIGHTS COVID	90152214	Individual	Vaccine research and development	Class 42	1b	Live	1-Sep-20	Medical & Pandemic- Related Products
AMERICA FIGHTS COVID	90152118	Individual	Vaccine research and development	Class 42	1b	Live	1-Sep-20	Medical & Pandemic- Related Products
COVID COMMANDO	90144057	Individual	Clothing, namely, t-shirts; hats; hoodies; scrubs as clothing; sweatpants; sweatshirts; beanies	Class 25	1b	Live	28-Aug-20	Merchandising & Promotional Products
COVID-19: URGENT CALL TO PROTECT PEOPLE AND NATURE. HEALTH DESIGN THINKING NATURELEED THE NATURAL BEAUTY OF LIFE	90146117	Corporation	* Various disinfectant products	Class 5	1b	Live	28-Aug-20	Medical & Pandemic- Related Products
URGENT CALL TO PROTECT PEOPLE AND NATURE. HEALTH DESIGN THINKING NATURELEED THE NATURAL BEAUTY OF LIFE	90146117	Corporation	* Various disinfectant products	Class 5	1b	Live	28-Aug-20	Medical & Pandemic- Related Products

COVID - COLLECTION & RETENTION OF VERY IMPORTANT DOCUMENTS	90142215	Corporation	Used in webinars and presentations as well as website and printed materials	Class 42	1a	Live	27-Aug-20	Unrelated Products
FUCK COVID	90138394	Individual	Footwear; Headwear; Bottoms as clothing; Tops as clothing	Class 25	1b	Live	26-Aug-20	Application Including Slurs
COVID CHRISTMAS	90138555	Individual	Clothing, accessories and hardline goods	Class 25	1b	Live	26-Aug-20	Merchandising & Promotional Products
SINCOVID	90139119	LLC	Medical supplies and equipment, health supplements and personal protective equipment and solutions	Class 44	1a	Live	26-Aug-20	Medical & Pandemic- Related Products
COVID-19 ANTIGEN TEST	90127775	LLC	* Laboratory chemicals to be used as reagents for the detection of antigens and other diagnostic test strips for use in the field of COVID-19, etc.	Class 1 Class 5 Class 10 Class 44	1b	Live	24-Aug-20	Medical & Pandemic- Related Products
COVIGUARD	90130433	Individual	* Air conditioning apparatus and cleaning services, including medical waste cleaning services, etc.	Class 37	1a	Live	21-Aug-20	Medical & Pandemic- Related Products
COVID-SEROKLIR	90130727	LLC	* Medical diagnostic apparatus for testing for viruses	Class 10	1b	Live	21-Aug-20	Medical & Pandemic- Related Products
COVID-SEROKLIR	90130724	LLC	* Diagnostic agents and preparations related to COVID-19	Class 10	1b	Live	21-Aug-20	Medical & Pandemic- Related Products
KICKCOVID	90127014	LLC	Providing a web site featuring the ratings, reviews and recommendations on products and services for commercial purposes posted by users	Class 35	1a	Live	20-Aug-20	Unrelated Products
COVID WAR VETERAN	90125529	Individual	Cloth patches for clothing; Embroidered patches for clothing	Class 26	1b	Live	20-Aug-20	Merchandising & Promotional Products
IM COVID FREE AND GLAD 2B	90124218	Individual	Stickers; Non-metal medical information identification cards, tags, bracelets and necklaces, not magnetically encoded and not to function as jewelry; T-shirts; Ornamental Novelty Buttons; Online retail store services featuring clothing and fashion accessories	Class 16 Class 20 Class 25 Class 26 Class 35	1b	Live	19-Aug-20	Merchandising & Promotional Products
COVID SMART	90120086	Corporation	Providing occupational training of techniques for the prevention of the spread of infectious disease, Providing online digital education teaching techniques for the prevention of infectious disease	Class 41	1a	Live	18-Aug-20	Unrelated Products
COVID WAS A COME- UP	90119120	Individual	Clothing, namely, shirts, shorts, pants, jackets, leggings, footwear, hats and caps, uniforms, and towels	Class 25	1a	Live	17-Aug-20	Merchandising & Promotional Products
KOVIDSUN	90116253	Corporation	* Various medical items, tests, kits, etc.	Class 10	1a	Live	15-Aug-20	Medical & Pandemic- Related Products

NOT EVERY COUGH IS COVID	90115118	LLC	Educational and entertainment services, namely, providing informational videos via online platforms	Class 41	1b	Live	14-Aug-20	Unrelated Products
NOT EVERY COUGH IS COVID	90115123	LLC	Decorative wall hangings, not of textile	Class 27	1b	Live	14-Aug-20	Merchandising & Promotional Products
NOT EVERY COUGH IS COVID	90115136	LLC	Bumper stickers, magnetic bumper stickers	Class 16	1b	Live	14-Aug-20	Merchandising & Promotional Products
NOT EVERY COUGH IS COVID	90115134	LLC	Apparel, namely, Hats, shirts, Face Masks	Class 25	1b	Live	14-Aug-20	Merchandising & Promotional Products
COVID HEALTH CHECK ME	90109619	University	<i>* Providing temporary use of online non-downloadable software for use in the testing, diagnosis, and management of COVID-19</i>	Class 42	1b	Live	12-Aug-20	Medical & Pandemic- Related Products
MASON COVID HEALTH CHECK	90109609	University	<i>* Providing temporary use of online non-downloadable software for use in the testing, diagnosis, and management of COVID-19</i>	Class 42	1b	Live	12-Aug-20	Medical & Pandemic- Related Products
MASON COVID HEALTH	90109598	University	<i>* Providing temporary use of online non-downloadable software for use in the testing, diagnosis, and management of COVID-19</i>	Class 42	1b	Live	12-Aug-20	Medical & Pandemic- Related Products
COVID TRACE	90107081	LLC	Downloadable computer application software for mobile phones, namely, software for contact tracing and exposure notification of COVID-19	Class 9	1a	Live	11-Aug-20	Unrelated Products
COVID NOIR	90103530	Individual	Motion picture films about people dealing with their dark, inner temptations in the new covid era in which the change in social norms because of the covid pandemic lures them into crime and selfish behaviors that demand redemption or retribution	Class 9	1b	Live	10-Aug-20	Unrelated Products
I BEAT COVID	90104705	Individual	Hats; Shirts; Shirts and short- sleeved shirts; Baseball caps and hats; Fashion hats; Polo shirts; Sports caps and hats; T- shirts	Class 25	1a	Live	10-Aug-20	Merchandising & Promotional Products
I BEAT COVID	90104705	Individual	Hats; Shirts; Shirts and short- sleeved shirts; Baseball caps and hats; Fashion hats; Polo shirts; Sports caps and hats; T- shirts	Class 25	1a	Live	10-Aug-20	Merchandising & Promotional Products
CERTIFIED COVIDSAFE CONTROL PLAN	90103900	Corporation	<i>* Verifying restaurant operators understand procedures and best practices for disease control and prevention; etc .</i>	No Class Listed	1b	Live	10-Aug-20	Medical & Pandemic- Related Products

COVIDSECURE	90103830	LLC	<i>* Software to enable end users to send symptoms to a central database and to receive and easily access tests performed, and to manage government mandated travel restrictions, and to utilize and join third party contact tracing APIs to notify the end user of possible infections</i>	Class 9 Class 42	1b	Live	10-Aug-20	Medical & Pandemic- Related Products
COVID CRADLE COVERS	90102005	Individual	Coverings for massage tables	Class 20	1b	Live	9-Aug-20	Unrelated Products
2020 COVID 19	90099899	Individual	<i>* Various promotional products, including condoms; bumper stickers; toilet paper; hygienic paper; plastic sheets; sacks and bags for wrapping and packaging; face towels of paper; etc.</i>	Class 10 Class 21 Class 25	1b	Live	7-Aug-20	Merchandising & Promotional Products
COVID-19 VETERAN	90099608	LLC	T-shirts	Class 25	1b	Live	7-Aug-20	Merchandising & Promotional Products
COVID CRANKY	90097022	Individual	<i>* Decals, stickers; adhesive materials; advertising materials; coupons; decorative paper centerpieces; desk mats; face masks; graphic arts; etc.</i>	Class 16	1b	Live	6-Aug-20	Merchandising & Promotional Products
COVID NAVIGATOR	90097774	Corporation	<i>* Downloadable mobile application software for use in screening, monitoring, tracking and managing viral and illness symptoms</i>	Class 9	1a	Live	6-Aug-20	Medical & Pandemic- Related Products
COVID RISK NAVIGATOR	90094321	Corporation	Business consulting and information services	Class 35	1b	Live	5-Aug-20	Unrelated Products
PANDOCVID 20-1	90093717	Individual	Board games; Card games; Dice games; Educational card games; Memory games; Tabletop games	Class 28	1b	Live	5-Aug-20	Merchandising & Promotional Products
COVID VACCINATED	90094243	Individual	Hats; T-shirts; Graphic T-shirts	Class 25	1b	Live	5-Aug-20	Merchandising & Promotional Products
MOUTH-COVID CONNECTION	90091061	Corporation	Dentistry services; Dentistry services in the field of oral care, oral health	Class 44	1b	Live	4-Aug-20	Unrelated Products
COVID-SEROINDEX	90089895	LLC	<i>* Diagnostic agents and preparations related to COVID-19</i>	Class 1	1b	Live	3-Aug-20	Medical & Pandemic- Related Products
COVID-SEROINDEX	90089929	LLC	<i>* Diagnostic agents and preparations related to COVID-19</i>	Class 5	1b	Live	3-Aug-20	Medical & Pandemic- Related Products
COVID-SEROINDEX	90089958	LLC	<i>* Medical diagnostic apparatus for testing for viruses</i>	Class 10	1b	Live	3-Aug-20	Medical & Pandemic- Related Products
COVID-KUSH	90083209	Individual	Gelatin-based chewy candies; Flavored, sweetened gelatin desserts	Class 30	1b	Live	30-Jul-20	Unrelated Products
WE ARE DONE WITH COVID. COVID IS NOT DONE WITH US. WEAR YOUR MASK!	90083075	Individual	Imprinting messages on tee-shirts; Imprinting messages on wearing apparel and mugs; Custom imprinting of goods and promotional corporate gifts with messages	Class 40	1b	Live	30-Jul-20	Merchandising & Promotional Products
COVID NAKED	90082821	Individual	T-shirts	Class 25	1b	Live	30-Jul-20	Merchandising & Promotional Products

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MERRY COVID CHRISTMAS!	90080719	Individual	Footwear; Headwear; Bottoms as clothing; Tops as clothing	Class 25	1b	Live	29-Jul-20	Merchandising & Promotional Products
COV-CHECK	90026816	Corporation	Diagnostic reagents for scientific or research use; diagnostic reagents for clinical or medical laboratory use; medical diagnostic reagents	Class 1 Class 5	1b	Live	29-Jul-20	Medical & Pandemic- Related Products
COVID FITNESS COMPLIANT	90078657	LLC	Personal fitness training services and consultancy; Physical fitness consultation	Class 41	1a	Live	28-Jul-20	Unrelated Products
K.O. COVID 19 SKRAPPER 1ST RSPDRS	90077565	LLC	* All types of apparel	Class 25	1b	Live	28-Jul-20	Merchandising & Promotional Products
COVID-420	90074975	Corporation	On-line retail store services featuring bongos dab rigs glass pipes, and vapes that are intended for tobacco, medical use, aromatherapy blends, and legal concentrates	Class 35	1b	Live	27-Jul-20	Unrelated Products
COVID-19 CONSUMER SENTIMENT INDEX	90075090	Corporation	* Health research services	Class 35	1b	Live	27-Jul-20	Medical & Pandemic- Related Products
EVERYBODY VS. COVID-19	90074138	LLC	Athletic apparel, namely, shirts, pants, jackets, footwear, hats and caps, athletic uniforms	Class 25	1b	Live	26-Jul-20	Merchandising & Promotional Products
COVID CARE	90072349	Corporation	Health insurance underwriting	Class 36	1a	Live	24-Jul-20	Unrelated Products
COVID: THE MUSICAL	90072938	LLC	* Various entertainment services related live theatrical, musical, comedic and/or dramatic performances	Class 41	1b	Live	24-Jul-20	Unrelated Products
COVID OFFSET	90069481	Corporation	Charitable fundraising services	Class 36	1b	Live	23-Jul-20	Unrelated Products
I HAVE COVID	90069349	Individual	Hats; Shirts; Baseball caps and hats; T-shirts; Tee shirts; Tee-shirts	Class 25	1b	Live	23-Jul-20	Merchandising & Promotional Products
COVID GUARD SOLUTIONS	90070114	LLC	Testing, analysis, and evaluation of Businesses COVID 19 action plans to determine conformity with certification standards	Class 42	1b	Live	23-Jul-20	Medical & Pandemic-Related Products
KEEP ME COVID SAFE	90066083	Individual	Covid-19 test kit distributor and testing service	Class 44	1a	Live	22-Jul-20	Medical & Pandemic-Related Products
COVID-19 MEMORIAL	90064973	Corporation	* Charitable services	Class 35	1a	Live	21-Jul-20	Unrelated Products
SUPER CALICHE ANTI COVID 19	90064577	Individual	Comics	Class 16	1b	Live	21-Jul-20	Unrelated Products
KO COVID	90065611	LLC	* Various types of apparel	Class 25	1b	Live	21-Jul-20	Merchandising & Promotional Products
COVID DETECT	90065636	Corporation	Diagnostic kits comprised of medical diagnostic reagents and assays for testing of bodily fluids for use in disease detection, namely, COVID-19	Class 5	1b	Live	21-Jul-20	Medical & Pandemic- Related Products
MY COVID CASE	90061635	LLC	* Promoting public interest and awareness of COVID liability law and COVID related real estate law, and other legal services	Class 35	1a	Live	20-Jul-20	Unrelated Products
COVID DEFENSE	90061157	LLC	Herbal supplements	Class 5	1b	Live	20-Jul-20	Unrelated Products

CHRIST OVER COVID- 19	90061083	LLC	Rubber or silicone wristbands; Clothing, namely, t-shirts; socks; hats; hoodies; scarves; bandanas; sweat-pants; sweatshirts; sweaters	Class 25 Class 14	1b	Live	20-Jul-20	Merchandising & Promotional Products
COVID SPANKER HAND SANITIZER	90060607	LLC	Antimicrobial hand-sanitizing preparations	Class 5	1b	Live	19-Jul-20	Medical & Pandemic- Related Products
COVID SHIELD	90059526	LLC	* Computer software and related products including for exposure notification and privacy-preserving contact tracing	Class 9	1a	Live	17-Jul-20	Unrelated Products
COVID GREEN	90059535	LLC	* Computer software and related products including for exposure notification and privacy-preserving contact tracing	Class 9	1b	Live	17-Jul-20	Unrelated Products
COVID-19 SURVIVORS	90056673	Individual	Board games	Class 28	1b	Live	16-Jul-20	Unrelated Products
COVI-19 IMMUNITY SHIELD	90056588	LLC	* Pharmaceuticals and the dispensing of pharmaceuticals related to COVID-19	Class 5 Class 44	1b	Live	16-Jul-20	Medical & Pandemic- Related Products
COVID-19 VIRUS FREE GUARANTEED	90053657	Individual	Clothing, knick-knacks, souvenirs, and fancy goods	Class 25	1b	Live	15-Jul-20	Merchandising & Promotional Products
COVID FREE	90055031	LLC	* Clothing for animals and pets; Hoods; Jerseys; Social media strategy and marketing; Merchandise packaging, etc.	Class 18 Class 25 Class 35 Class 39 Class 40	1b	Live	15-Jul-20	Merchandising & Promotional Products
VACCINE FOR COVID 19	90051915	Individual	Clothing, cups, banners	Class 25	1b	Live	14-Jul-20	Merchandising & Promotional Products
I'VE BEEN VACCINATED FOR COVID 19!...	90051940	Individual	Clothing, cups, banners	Class 25	1b	Live	14-Jul-20	Merchandising & Promotional Products
COVID 12	90050188	Individual	Hats; Shirts; Hoodies	Class 25	1b	Live	13-Jul-20	Merchandising & Promotional Products
STORIES OF COVID	90045539	Corporation	Production of podcasts	Class 41	1a	Live	10-Jul-20	Unrelated Products
I'M A HAZARD HERO DOING MY PART TO MAKE COVID HISTORY	90046522	LLC	Transport, delivery, packaging, containing, and storage of regulated and non-regulated waste for businesses in various industries	Class 39	1b	Live	10-Jul-20	Unrelated Products
MAKING COVID-19 HISTORY	90046530	LLC	* Business consulting, distributorship, advisory and management services to companies with sustainability and environmentally responsible business practices	Class 35	1b	Live	10-Jul-20	Unrelated Products
MAKING COVID-19 HISTORY	90046537	LLC	Transport, delivery, packaging, containing, and storage of regulated and non-regulated waste for businesses in various industries	Class 39	1b	Live	10-Jul-20	Unrelated Products
I'M A HAZARD HERO DOING MY PART TO MAKE COVID HISTORY	90046509	LLC	* Business consulting, distributorship, advisory and management services to companies with sustainability and environmentally responsible business practices	Class 35	1b	Live	10-Jul-20	Unrelated Products
CAN'T TOUCH THIS - COVID 19	90046740	Individual	Bumper stickers, signs; Hats, Sweatshirts, T-shirts	Class 25 Class 16	1b	Live	10-Jul-20	Merchandising & Promotional Products

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COVID POLITICALLY INCORRECT	90044292	Individual	Providing information in the fields of health and wellness	Class 44	1b	Live	9-Jul-20	Unrelated Products
COVID CLEAN PASS	90044833	LLC	Medical testing for diagnostic or treatment purposes	Class 44	1b	Live	9-Jul-20	Medical & Pandemic- Related Products
CLEANDISINFECT COVID-19 TRAINED	90042149	Corporation	* Employment services, consultation services in the field of cleaning of buildings, disinfecting, etc.	Class 35 Class 37	1a	Live	8-Jul-20	Unrelated Products
COVID CLEAR	90034240	Individual	All purpose disinfectants	Class 5	1a	Live	2-Jul-20	Medical & Pandemic- Related Products
COVER OR COVID	90033477	Individual	* Various medical products and services, including sanitary masks for protection against viral infection; providing medical information, etc.	Class 10 Class 25 Class 44	1b	Live	2-Jul-20	Medical & Pandemic- Related Products
COVER OR COVID	90033095	Individual	* Various medical products and services, including sanitary masks for protection against viral infection; providing medical information, etc.	Class 10 Class 25 Class 44	1b	Live	2-Jul-20	Medical & Pandemic- Related Products
PARADIGM DX IGG/IGM COVID-19 ANTIBODIES	90028323	LLC	Medical laboratory services	Class 42	1a	Live	30-Jun-20	Medical & Pandemic- Related Products
COVID19RECIPE	90029309	Individual	* Twitter feed for sharing food recipes and corresponding website	Class 42	1b	Live	30-Jun	Unrelated Products
COV-CHECK	90026816	Corporation	Diagnostic reagents for scientific or research use; diagnostic reagents for clinical or medical laboratory use; medical diagnostic reagents	Class 1 Class 5	1b	Live	29-Jun-20	Medical & Pandemic- Related Products
COVID KIT	90025383	LLC	Lip Balm with taste and aroma properties used to test sensory perceptions of taste and smell	Class 3	1b	Live	29-Jun-20	Unrelated Products
COVID CADDIE	90025569	Individual	Golf accessories, namely, carriers and dispensers for golf balls; Golf accessories, namely, holders specially adapted for holding golf ball markers; Golf ball markers; Golf divot repair tools; Golftees	Class 28	1b	Live	29-Jun-20	Unrelated Products
COVID-19	90024461	Individual	* Antimicrobial hand- sanitizing preparations; sanitary masks; and other medical research and equipment	Class 5 Class 10 Class 11 Class 40 Class 42	1a	Live	28-Jun-20	Medical & Pandemic- Related Products
COMBAT COVID	90023356	LLC	COVID-19 notification app and underlying technology	Class 42	1a	Live	26-Jun-20	Medical & Pandemic- Related Products
COVIDKIDKIT STAY SAFE EVERY DAY	90021754	LLC	Kits comprised primarily of sanitizer gel and disinfecting wipes and also including sanitary masks, plastic gloves, face shields, and hand cream used for germ prevention	Class 5	1b	Live	26-Jun-20	Medical & Pandemic- Related Products
ESCRAN COVID-19 SCREENING POD	90020403	Professional Corporation	* Health stations to administer health tests and providing entry screening to people; Architectural Design Services; Architectural Services	Class 20 Class 42	1b	Live	25-Jun-20	Medical & Pandemic- Related Products

HERO COVID-19 2020	90019776	Corporation	Lapel pins	Class 14	1b	Live	25-Jun-20	Merchandising & Promotional Products
COVIDLESS	90021074	LLC	Business consultation services	Class 35	1a	Live	25-Jun-20	Unrelated Products
COVID19CHEF	90020584	Non-Profit	<i>* A website which will organize recipes and related features</i>	Class 42	1b	Live	25-Jun-20	Unrelated Products
COVID VS. EVERYBODY	90018626	LLC	Athletic apparel, namely, shirts, pants, jackets, footwear, hats and caps, athletic uniforms	Class 25	1b	Live	24-Jun-20	Merchandising & Promotional Products
EVERYBODY VS. COVID	90018644	LLC	Athletic apparel, namely, shirts, pants, jackets, footwear, hats and caps, athletic uniforms	Class 25	1b	Live	24-Jun-20	Merchandising & Promotional Products
COVID NINJAS	90015334	LLC	Disinfecting and sanitizing services for commercial and residential properties for preventing the transmission of coronavirus or COVID-19	Class 3	1a	Live	23-Jun-20	Medical & Pandemic- Related Products
RRDD TOTAL SOLUTION FOR COVID19 REAL-TIME, RAPID DETECTION AND DIAGNOSIS (RRDD) PROGRAMME	90012381	Individual	<i>* Diagnostic kits, reagents, a dn other tools for diagnosing and treating COVID-19</i>	Class 5 Class 35 Class 44 Class 42	1b	Live	20-Jun-20	Medical & Pandemic- Related Products
POST COVID STRESS DISORDER	90010157	Corporation	<i>* Charitable services, namely, providing emotional support services for Black/African American women in California</i>	Class 45	1b	Live	19-Jun-20	Medical & Pandemic- Related Products
COVID BEATER	90010115	Individual	Tee-shirts	Class 25	1b	Live	19-Jun-20	Merchandising & Promotional Products
COVID EGG	90008932	LLC	Diagnostic instrument comprising a photo or fluorescence detection device to be used with diagnostic reagents for testing biological fluids for use in virus disease detection	Class 10	1b	Live	18-Jun-20	Medical & Pandemic- Related Products
CONQUERING COVID	90007416	LLC	Provide Pulmonary Rehabilitation activity and strengthening inadvantage	Class 44	1b	Live	17-Jun-20	Medical & Pandemic- Related Products
THE COVID CONSPIRACY	90006070	Individual	Customized imprinting of company names and logos on the goods of others, namely, on promotional merchandise, apparel and corporate gifts	Class 40	1b	Live	17-Jun-20	Merchandising & Promotional Products
COVID KILLBOX	90003763	LLC	<i>* Various types of air sterilizers</i>	Class 11	1b	Live	16-Jun-20	Medical & Pandemic- Related Products
COVID LIVES MATTER	90004164	Individual	<i>* Athletic apparel and clothing for people of all ages</i>	Class 25	1a	Live	16-Jun-20	Merchandising & Promotional Products
AIN'T NO PLACE SAFE COVID-19/2020 THE WORLD HAS BEEN INFECTED.	90003570	Individual	Hats; T-shirts	Class 25	1b	Live	16-Jun-20	Merchandising & Promotional Products
COVID SMART	90003496	LLC	Educational testing; Educational testing services; Analyzing educational tests scores and data for others	Class 41	1a	Live	16-Jun-20	Unrelated Products

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COVID-19 LOCAL RISK INDEX	90002046	Corporation	Software as a service (SAAS) services providing on-line non-downloadable software and applications for analysis and reporting of infectious disease testing trends	Class 42	1b	Live	15-Jun-20	Medical & Pandemic- Related Products
COVIDCARD	9000586	LLC	Magnetically encoded credit cards	Class 9	1b	Live	14-Jun-20	Unrelated Products
COVID-19 FREE	90000420	LLC	Construction services; installation and repair services; mining extraction, oil and gas drilling	Class 37	1b	Live	13-Jun-20	Unrelated Products
COVID PLUS	88961391	Corporation	Medical apparatus for monitoring vital signs of patients	Class 10	1b	Live	12-Jun-20	Medical & Pandemic- Related Products
COVID-19 NAVIGATOR	88962696	Corporation	* Various online medical consultation services	Class 44	1b	Live	12-Jun-20	Medical & Pandemic- Related Products
THE ELF-PIRATE CHANNEL COVID-19 DANCE MACHINE KING & QUEEN WALK IT ! TALK IT ! ROCK IT !	88960455	Individual	* Various types of apparel	Class 25	1b	Live	11-Jun-20	Merchandising & Promotional Products
QUARANTINE COVID	88958537	Corporation	* Apparatus and instruments for safety and life-saving equipment	Class 10	1b	Live	10-Jun-20	Medical & Pandemic- Related Products
COVID SHIELD	88958574	Corporation	* Battery powered, cordless and corded handheld electric foggers for applying disinfectants, sanitizers, and other chemicals; Air scrubbers featuring high-efficiency particulate air filters for commercial and industrial use; various air filters	Class 7 Class 11	1a	Live	10-Jun-20	Medical & Pandemic- Related Products
AIN'T NO PLACE SAFE COVID-19/2020 THE WORLD HAS BEEN INFECTED.	88958378	Individual	* Various hats, hoodies; shirts and similar apparel	Class 25	1b	Dead	10-Jun-20	Merchandising & Promotional Products
COVID CLEAN PASS	90044833	LLC	Medical testing for diagnostic or treatment purposes	Class 44	1b	Live	9-Jun-20	Medical & Pandemic- Related Products
COVID KILLBOX	88955715	LLC	Air sterilizers containing germicidal ultraviolet lights for use in household heating, ventilation and air conditioning systems; air sterilizers containing ultraviolet lights; air sterilizers; air purifiers	Class 10	1b	Live	9-Jun-20	Medical & Pandemic- Related Products
COVID POLITICALLY INCORRECT	90044292	Individual	Providing information in the fields of health and wellness	Class 44	1b	Live	9-Jun-20	Unrelated Products
RIP COVID-19	88956218	Individual	Software as a service (SAAS) services featuring software for allowing users to upload, share, and watch videos and for social networking	Class 42	1b	Live	9-Jun-20	Unrelated Products
COVID CLEARPASS	88952749	LLC	* Computer software for capacity planning, document storage, data reporting, similar software in the nature of a mobile application	Class 9	1a	Live	8-Jun-20	Medical & Pandemic- Related Products
COVIDNINJA	88953877	Individual	Filters for non-medical respiratory masks	Class 9	No Legal Basis Listed	Live	8-Jun-20	Medical & Pandemic- Related Products

I'VE BEEN COVID-19 TESTED	88953495	LLC	Name badges	Class 16	1b	Live	8-Jun-20	Merchandising & Promotional Products
COVID19	88953749	LLC	Bottoms as clothing; Footwear; Headwear; Tops as clothing	Class 25	1a	Live	8-Jun-20	Merchandising & Promotional Products
I SUPPORT FRONTLINE FIRST RESPONDERS COVID-19 WAR HEROES	88948579	LLC	* Various apparels	Class 25	1b	Live	4-Jun-20	Merchandising & Promotional Products
COVID CLEAN INTERNATIONAL	88947081	LLC	Bio-hazard biological clean-up services; Hazardous waste clean-up services	Class 37	1a	Live	3-Jun-20	Medical & Pandemic- Related Products
COVID CHANGE	88945126	Individual	* Various apparels	Class 25	1b	Live	3-Jun-20	Merchandising & Promotional Products
RAPIDCOV	88943239	LLC	* Medical diagnostic apparatus for testing infectious diseases incorporating recorded software for contact tracing	Class 10	1b	Live	2-Jun-20	Medical & Pandemic- Related Products
GIVE COVID THE FINGER	88943274	LLC	* Medical diagnostic apparatus for testing infectious diseases incorporating recorded software for contact tracing	Class 10	1b	Live	2-Jun-20	Medical & Pandemic- Related Products
COVID-CONSCIOUS BUSINESS	88944519	LLC	Sanitary masks for medical wellness purposes; Sanitary masks for virus isolation purposes	Class 10	1b	Live	2-Jun-20	Medical & Pandemic- Related Products
AFC COVIDSAFE WORKPLACE	88944583	LLC	Medical services, namely, family and urgent care	Class 44	1b	Live	2-Jun-20	Medical & Pandemic- Related Products
AMERICAN FAMILY CARE COVIDSAFE WORKPLACE	88944602	LLC	Medical services, namely, family and urgent care	Class 44	1b	Live	2-Jun-20	Medical & Pandemic- Related Products
COVID CLEAN	88944387	LLC	Marketing services	Class 35	1b	Live	2-Jun-20	Unrelated Products
COVID-CONSCIOUS BUSINESS	88944514	LLC	* Various types of retail services	No Class Listed	1b	Live	2-Jun-20	Unrelated Products
CLEANED FOR COVID	88942000	LLC	Software application allowing communication of training, preparedness, and completeness of SARS-CoV-2 activities from businesses and organizations to consumer and employees	Class 42	1b	Live	1-Jun-20	Medical & Pandemic- Related Products
JOHN 3:16 VS COVID-19	88941545	Individual	* All types of clothing and apparel	Class 25	1b	Live	31-May-20	Merchandising & Promotional Products
COVID-CARTSHIELD	88940808	Individual	A divider that can be installed in golf cart/low speed vehicles/recreational that prevents the spread of germs between the passengers by providing a see through barrier that separates them	Class 20	1b	Live	30-May-20	Medical & Pandemic- Related Products
COVID-19 CASINO PROTOCOL	88940723	LLC	Consulting services in the COVID-10 disinfection field	Class 37	1a	Live	30-May-20	Medical & Pandemic- Related Products
I SURVIVED COVID 19 AND ALL I GOT	88940228	Individual	Mugs; Beverage Glassware; Hats; Sweatshirts; T-shirts	Class 21 Class 25	1b	Live	29-May-20	Merchandising & Promotional Products
FICOVID-19	88939526	Individual	* Educational services regarding Covid19; T shirts, pens, facemasks, hats, books, sporting goods, jerseys, promotional merchandise	Class 41	1b	Live	29-May-20	Merchandising & Promotional Products

COVID- 19, MADE IN CHINA	88939994	Individual	Allow a customer to use the slogan Covid-19 made in China for embroidery, ink designs	Class 25	1b	Live	29-May-20	Merchandising & Promotional Products
COVID SPEAKS	88939641	Corporation	Providing Health Information in the Field of Epidemic Control	Class 44	1b	Live	29-May-20	Medical & Pandemic- Related Products
COVID CONTACT KILLER	88936762	LLC	* Various sanitary masks and PPEs; Plastic and other filaments for 3D printing	Class 9 Class 10 Class 17	1b	Live	28-May-20	Medical & Pandemic- Related Products
COVID FOUNDATION	88937031	Individual	* Charitable services relating to COVID19; Charitable Fundraising Services Related to COVID19	Class 35 Class 36	1a	Live	28-May-20	Medical & Pandemic- Related Products
FLATTEN [COVID-19]	88936056	LLC	Merchandise and Personal Protective Equipment	Class10	1b	Live	27-May-20	Merchandising & Promotional Products
NOCOVID	88936086	Individual	Sanitary masks for germ isolation purposes; Sanitary masks for medical purposes; Sanitary masks for medical wellness purposes; Sanitary masks for virus isolation purposes	Class 10	1a	Live	27-May-20	Medical & Pandemic- Related Products
COVIDCURB	88935411	LLC	* Software to manage Covid Risk; recognition temperature taking to determine Covid Risk Issuance of Covid Safety Certification to Businesses. Education and Inspection services	Class 42	1a	Live	27-May-20	Medical & Pandemic- Related Products
COVID-19 FRONTLINE ESSENTIAL USA 2020	88933323	Individual	Medals; Commemorative medals	Class 14	1b	Live	26-May-20	Unrelated Products
COVID-SHIELD PI	88933756	Corporation	Dietary supplements; pharmaceutical preparations and products	Class 5	1a	Live	26-May-20	Unrelated Products
I SURVIVED COVID-19 THEY DID NOT	88933489	Individual	Tops as clothing	Class 25	1b	Live	26-May-20	Merchandising & Promotional Products
COVID-19 HERO	88934124	Individual	Shirts, stickets, yoga mats, spare tire cover, travel bags, luggage tags, hats, book bag, cell phone covers, shorts, sports balls	Class 25	1b	Live	26-May-20	Merchandising & Promotional Products
SCIENCE THE SHIT OUT OF COVID	88933198	Corporation	* Research, development and testing services for others in the fields of genomics, biotechnology and pharmaceuticals; stem cell research services; research	Class 42	1b	Live	26-May-20	Medical & Pandemic- Related Products
COVID-19 ESSENTIAL EMPLOYEE	88931963	Corporation	* All types of cookware products	Class 21	1b	Live	25-May-20	Unrelated Products
COVID 1984	88931653	Individual	Clothing, namely, t-shirts, sweatshirts, caps	Class 25	1b	Live	25-May-20	Merchandising & Promotional Products
I BEAT THE WUFLU! COVID-19 SARS-COV-2 (C)	88929413	Individual	Paper Badges; Headwear; Jackets; Tops as Clothing	Class 16 Class 25	1b	Live	22-May-20	Merchandising & Promotional Products
EASY CHECK COVID-19 IGM/IGG	88930240	Corporation	Assay for measuring Immunoglobulin G (IgG) and/or Immunoglobulin M (IgM) antibodies against SARS CoV-2 in human plasma or serum	Class 5	1b	Live	22-May-20	Medical & Pandemic- Related Products

COVID KEY	88926521	Individual	Multi-function hand tools comprised of pen, stylus, push rod, door opener, bottle opener, window breaker, screwdriver, hole for key chain, handle	Class 8	1a	Live	21-May-20	Unrelated Products
COVID WALLET	88926526	Individual	Wallets	Class 18	1a	Live	21-May-20	Unrelated Products
COVID19EHS	88926611	LLC	Consulting services in the field of COVID-19 disinfection of facilities	Class 44	1a	Live	21-May-20	Medical & Pandemic- Related Products
COVID COUCH POTATO	88925852	Corporation	High Intensity Interval Training Fitness Workout Program	Class 41	1b	Live	20-May-20	Unrelated Products
COVID CLEAN	88925356	Individual	* All types of paper goods and office supplies	Class 16	1b	Live	20-May-20	Merchandising & Promotional Products
STOPCOVID	88925060	Corporation	Providing Health Services in the Field of Epidemic Control	Class 44	1b	Live	20-May-20	Medical & Pandemic- Related Products
CURECOVID	88925085	Corporation	Providing Health Services in the Field of Epidemic Control	Class 44	1b	Live	20-May-20	Medical & Pandemic- Related Products
COVID-19	88924252	LLC	Non-medicated cleansers, namely, for the decontamination and/or cleansing of hands and surfaces	Class 3	1b	Live	20-May-20	Medical & Pandemic- Related Products
COVGENE	88925440	LLC	* Diagnostic test strips and other medical equipment to diagnose COVID-19	Class 44	1b	Live	20-May-20	Medical & Pandemic- Related Products
THE KING OF COVID	88922436	Individual	Providing a website featuring entertainment information in the field(s) of food and emergency preparedness including times of war	Class 41	1a	Live	19-May-20	Unrelated Products
THE COVID-ID	88922545	LLC	Plastic Badge	Class 16	1b	Live	19-May-20	Merchandising & Promotional Products
THE COVID CORRAL	88922548	Individual	Hand held mask with replaceable/washable cloth covering	Class 9 Class 10	No Legal Basis Listed	Live	19-May-20	Medical & Pandemic- Related Products
WE CLEAN COVID-19	88923694	Corporation	* Bio-hazard biological clean-up services and other cleaning services	Class 37	1a	Live	19-May-20	Medical & Pandemic- Related Products
COVIDOME	88921120	Corporation	Providing health care information by telephone and the internet	Class 44	1a	Live	18-May-20	Medical & Pandemic- Related Products
COVID 19 ELIMINATOR	88919991	LLC	* Providing an internet website for medical professionals and medical patients featuring medical information	Class 44	1a	Live	17-May-20	Medical & Pandemic- Related Products
COVID ACTION ALERT	88919960	Individual	* Application for mobile phones, personal computers, portable media players and handheld computers, etc., to report or post data in the field of epidemiology	Class 9	1b	Live	17-May-20	Medical & Pandemic- Related Products
COVID-19 2020 FRONTLINE HERO THANK YOU FOR YOUR SERVICE COIN	88919461	Individual	Commemorative coins	Class 14	1a	Live	16-May-20	Unrelated Products
COVIDIOTS	88919504	Individual	Imprinting messages on wearing apparel and mugs	Class 40	1b	Live	16-May-20	Application Including Slurs
COVID SURVIVOR	88919451	Individual	* All Types of Clothing and Apparel	Class 25	1a	Live	16-May-20	Merchandising & Promotional Products

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COVID CONDOM	88917852	LLC	Antimicrobial protective sleeves and covers for office pots and other handles	Class 40	1b	Live	15-May-20	Unrelated Products
COVRD-19	88918652	LLC	Respiratory Masks for Non-medical Purposes	Class 9	1a	Live	15-May-20	Medical & Pandemic- Related Products
CLEANED FOR COVID	88915688	LLC	* Application for training, certification, and communication of compliance for safety, cleaning and disinfection for COVID-19	Class 42	1b	Live	14-May-20	Unrelated Products
COVIDBLAST	88913406	Individual	Entertainment services, namely, providing on-line computer games	Class 41	1b	Live	13-May-20	Unrelated Products
COVID COMM	88914585	Partnership	* Website featuring recommendations, ratings and reviews posted by consumers about local service providers in the field(s) of businesses, restaurants, and related services	Class 35	1b	live	13-May-20	Unrelated Products
COVID CLEANERS	88913818	Individual	Disinfection and Cleaning Services for Commercial and Residential Properties to Prevent the Spread of the COVID-19 Pandemic	Class 44	1b	Live	13-May-20	Medical & Pandemic- Related Products
IF COVID GETS DEFLECTED, IT'S HARDER TO GET INFECTED	88913915	Individual	* Masks, equipments, and PPEs for preventing the transmission of coronaviruses or COVID-19	Class 10	1b	Live	13-May-20	Medical & Pandemic- Related Products
COVID-19 TRACER	79290517	Corporation	* Computer Programming and Software Design and Related Technology	Class 9 Class 42	66a	Live	12-May-20	Medical & Pandemic- Related Products
COVIDCLEAR	88909112	Corporation	* Software for business management; Providing business intelligence services	Class 9 Class 35	1b	Live	11-May-20	Unrelated Products
COVIDLAW	88909197	LLC	Legal services	Class 45	1b	Live	11-May-20	Unrelated Products
COVID19 HOUSE CLEANING SERVICES (AMENDED TO MANMAID ON 15-SEPT- 2020)	88910255	LLC	Cleaning of residential houses	Class 37	1b	Live	11-May-20	Unrelated Products
COVID-19 GLOBAL RHEUMATOLOGY ALLIANCE	88909881	Non-Profit Corp.	* Website for a registry collecting information pertinent to improving the care of patients with rheumatic and other diseases	Class 35	1a	Live	11-May-20	Medical & Pandemic- Related Products
COVID ESSENTIALS	88908216	Individual	Nutritional Supplements	Class 5	1b	Live	9-May-20	Unrelated Products
COVID RESISTANCE	88908222	Individual	Nutritional Supplements	Class 5	1b	Live	9-May-20	Unrelated Products
COVID GUARD	88908226	Individual	Nutritional Supplements	Class 5	1b	Live	9-May-20	Unrelated Products
COVID SUPPLEMENT	88908230	Individual	Nutritional Supplements	Class 5	1b	Live	9-May-20	Unrelated Products
COVID PPE	88908234	Individual	Nutritional Supplements	Class 5	1b	Live	9-May-20	Unrelated Products
COVID CLIFF	88906941	Corporation	* Software for learning services, online interactive textbooks in the fields of science, technology, engineering, mathematics and professional development	Class 41 Class 42	1b	Live	8-May-20	Unrelated Products
COVID COVERS PROTECTING FRONTLINE WORKERS	88906977	Corporation	* Sanitary masks for various medical purposes	Class 10	1a	Live	8-May-20	Medical & Pandemic- Related Products

COVIDAGE RISK CALCULATOR	88907609	Corporation	* Providing software for calculating risks for various complications due to a viral infection; providing health and wellness information and reports concerning risks for various complications due to a viral infection	Class 42	1b	Live	8-May-20	Medical & Pandemic- Related Products
COVID AIR CURTAIN	88907115	Individual	* Various air filtering units and related products	Class 11	1b	Live	8-May-20	Medical & Pandemic- Related Products
COVID SAUCE	88905782	LLC	Coffee, tea, cocoa and artificial coffee; rice; tapioca and sago; flour and preparations made from cereals; bread, pastry and confectionery; ices; sugar, honey, treacle; yeast, baking powder; salt; mustard; vinegar, sauces (condiments); spices; ice	Class 30	1b	Live	7-May-20	Unrelated Products
COVID-1984	88905841	LLC	Hats; Shirts; Sweat-shirts; Tank tops	Class 25	1b	Live	7-May-20	Merchandising & Promotional Products
COVID-19 DANCE MACHINE	88905323	Individual	* All types of clothing and apparel	Class 25	1b	Live	7-May-20	Merchandising & Promotional Products
COVID CRAZE	88902407	Sole Proprietorship	T-shirts	Class 25	1b	Live	6-May-20	Merchandising & Promotional Products
CVID-19 SL YER	88903924	LLC	Rubber or Silicone Wristbands in the Nature of a Bracelet; Graphic T-shirts	Class 25 Class 14	1a	live	6-May-20	Merchandising & Promotional Products
AFC COVID SAFE WORKPLACE	88904016	LLC	Medical services, namely, family and urgent care	Class 44	1b	Live	6-May-20	Medical & Pandemic- Related Products
AMERICAN FAMILY CARE COVID SAFE WORKPLACE	88904022	LLC	Medical services, namely, family and urgent care	Class 44	1b	Live	6-May-20	Medical & Pandemic- Related Products
CORY THE COVID	88901217	Individual	Children's books	Class 16	1b	Live	5-May-20	Unrelated Products
CERTIFIED COVID CLEAN	88902264	Individual	* Paper goods including decals, cardboard, placemats, coasters, postcards, etc.	Class 16	1b	Live	5-May-20	Merchandising & Promotional Products
COVID TIMES	88902036	Individual	Face Masks for Use by Health Care Providers	Class 10	1b	Live	5-May-20	Medical & Pandemic- Related Products
COVID FILTER	88902331	Individual	Medical Filter to Trap COVID Virus	Class 10	1b	Live	5-May-20	Medical & Pandemic- Related Products
COVID-19 SUCKS WE SHALL NEVER FORGET. 2020	88899948	Corporation	T-shirts	Class 25	1b	Live	4-May-20	Merchandising & Promotional Products
WE SURVIVED COVID- 19	88899121	LLC	Clothing, namely, T-shirts and sweat shirts; hats	Class 25	1b	Live	4-May-20	Merchandising & Promotional Products
THE COVID-ID	88899230	LLC	Plastic badge	Class 16	1b	Live	4-May-20	Merchandising & Promotional Products
COVIDCLEAR	88898677	Corporation	Air Charter Services	Class 39	1b	Live	3-May-20	Unrelated Products
CLASS OF '20 > COVID- 19	88898648	Individual	T-shirts; T-shirts for sale; Graphic T-shirts; Short-sleeved or long-sleeved t-shirts; Sweatshirts	Class 25	1b	Live	3-May-20	Merchandising & Promotional Products
CLASS OF '20 > COVID- 19	88898658	Individual	Licensing of registered designs; Licensing of trademarks	Class 45	1b	Live	3-May-20	Merchandising & Promotional Products
DON'T BE A COVIDIOT	88897876	Individual	T-shirts; Baseball caps and hats; Graphic T-shirts	Class 25	1b	Live	1-May-20	Application Including Slurs
FVCK COVID	88897356	LLC	Beer	Class 32	1a	Live	1-May-20	Application Including Slurs

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COVID-19 HINDSIGHT 2020 CORONAVIRUS HINDSIGHT 2020	88897789	Individual	Advertising and Marketing	Class 35	1b	Live	1-May-20	Merchandising & Promotional Products
COVID-19 RAPID RESPONSE	88897423	Corporation	Disinfectants and cleaners for treatment of viruses and bacteria	Class 5	1a	Live	1-May-20	Medical & Pandemic- Related Products
COVIDVIEW	88895096	Government Agency	<i>* Providing educational services for diagnosing and tracking COVID19 and related information in the fields of research and public health; Providing an online searchable database in the field of viral epidemiology for scientific research</i>	Class 41 Class 42	1a	Live	30-Apr-20	Medical & Pandemic- Related Products
COVIDVIEW INTERACTIVE	88895142	Government Agency	Providing an interactive web site featuring technology that enables users to enter, access, track, monitor and generate medical information and reports	Class 42	1b	Live	30-Apr-20	Medical & Pandemic- Related Products
I SURVIVED COVID-19 AND ALL I HAVE LEFT IS THIS LOUSY!#%&!*	88894347	Individual	Apparel including shirts, sweatshirts, jackets and caps; mugs; bumper stickers	Class 25	1b	Live	30-Apr-20	Merchandising & Promotional Products
#F*CK-U-COVID19	88894583	Individual	Protective face masks not for medical purposes; Clothing, namely, Hats, T-Shirts, Sweat Pants, Shorts	Class 9 Class 25	1b	Live	30-Apr-20	Application Including Slurs
FCK COVID	88895418	Individual	Beanies; Hats; Sweatshirts; Graphic T-shirts; Hooded sweatshirts; Short-sleeved or long-sleeved t-shirts	Class 25	1b	Live	30-Apr-20	Application Including Slurs
COVID CONSENT	88894884	Individual	Business risk management services	Class 35	1b	Live	30-Apr-20	Unrelated Products
COVID PRECHECK	88893310	LLC	<i>* Different types of health screening software services</i>	Class 9 Class 42 Class 45	1b	Dead	29-Apr-20	Medical & Pandemic- Related Products
WE KILL COVID IN BUSINESSES AND HOMES	88892352	LLC	Decontamination/Remediation service	Class 40	1a	Live	29-Apr-20	Medical & Pandemic- Related Products
COVID JOBS CORPS	88893861	LLC	Providing financial, operational and educational assistance to state and local agencies to support their effort to combat the COVID-19 pandemic through contact tracing and related efforts	Class 36	1b	Live	29-Apr-20	Unrelated Products
COVID-19 MARATHON	88893385	Individual	Conducting marathons	Class 41	1b	Live	29-Apr-20	Unrelated Products
COVID19PASS	88893456	Private Limited Liability Company	<i>* Services involving computer software, educational materials, and tech support</i>	Class 9 Class 35 Class 41 Class 42	44d	Live	29-Apr-20	Unrelated Products
COVIDJOBSCORPS	88893871	LLC	Providing financial, operational and educational assistance to state and local agencies to support their effort to combat the COVID-19 pandemic through contact tracing and related efforts	Class 36	1b	Live	29-Apr-20	Unrelated Products
COVIDPASS	88893479	Private Limited Liability Company	<i>* Services involving computer software, educational materials, and tech support</i>	Class 9 Class 35 Class 41 Class 42	44d	Live	29-Apr-20	Unrelated Products

FIGHT COVID CORPS	88893889	LLC	Providing financial, operational and educational assistance to state and local agencies to support their effort to combat the COVID-19 pandemic through contact tracing and related efforts	Class 36	1b	Live	29-Apr-20	Unrelated Products
COVID-19 SPEC	88891307	LLC	Hand-sanitizing preparations; Antimicrobial hand-sanitizing preparations	Class 5	1a	Live	28-Apr-20	Medical & Pandemic- Related Products
Covid-RAPID	88891946	LLC	Diagnostic kits consisting primarily of monoclonal antibodies, buffers, and reagents for use in disease testing	Class 5	1a	Live	28-Apr-20	Medical & Pandemic- Related Products
CONQUEROR OF COVID XIX	88892138	Individual	Hats; Hoodies; Pants; Shirts	Class 25	1b	Live	28-Apr-20	Merchandising & Promotional Products
I WILL DEFEAT COVID- 19	88891934	Individual	T-shirts; T-shirts for sale; Graphic T-shirts; Short-sleeved or long-sleeved t-shirts; Licensing of registered designs; Licensing of trademarks	Class 25 Class 45	1b	Live	28-Apr-20	Merchandising & Promotional Products
COVID K9	88891301	LLC	Animal training; Dog training	Class 41	1b	Live	28-Apr-20	Unrelated Products
COVID AGE CALCULATOR	88890151	Corporation	* Providing software for calculating risks for complications due to a viral infection; providing health and wellness information and reports for complications due to a viral infection	Class 42	1b	Live	27-Apr-20	Medical & Pandemic- Related Products
COVID RISK	88890212	Corporation	* Providing software for calculating risks for complications due to a viral infection; providing health and wellness information and reports for complications due to a viral infection	Class 42	1b	Live	27-Apr-20	Medical & Pandemic- Related Products
COVID AGE	88890185	Corporation	* Providing software for calculating risks for complications due to a viral infection; providing health and wellness information and reports for complications due to a viral infection	Class 42	1b	Live	27-Apr-20	Medical & Pandemic- Related Products
COVID RISK CALCULATOR	88890207	Corporation	* Providing software for calculating risks for complications due to a viral infection; providing health and wellness information and reports for complications due to a viral infection	Class 42	1b	Live	27-Apr-20	Medical & Pandemic- Related Products
COVIDAGE	88890334	Corporation	* Providing software for calculating risks for complications due to a viral infection; providing health and wellness information and reports for complications due to a viral infection	Class 42	1b	Live	27-Apr-20	Medical & Pandemic- Related Products

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COVIDAGE CALCULATOR	88890326	Corporation	* Providing software for calculating risks for complications due to a viral infection; providing health and wellness information and reports for complications due to a viral infection	Class 42	1b	Live	27-Apr-20	Medical & Pandemic- Related Products
COVIDAGE RISK	88890317	Corporation	* Providing software for calculating risks for complications due to a viral infection; providing health and wellness information and reports for complications due to a viral infection	Class 42	1b	Live	27-Apr-20	Medical & Pandemic- Related Products
COVID YOU DIDN'T	88888509	Individual	Hats; Scarves; Socks; Sweatshirts; T-shirts	Class 25	1b	Live	27-Apr-20	Merchandising & Promotional Products
COVID SHIELD	88889991	Individual	Nutritional supplements	Class 5	No Legal Basis Listed	Live	27-Apr-20	Unrelated Products
COVIDBUSTERS	88887823	Individual	* Services for cleaning bio-hazard biological materials; consultation services in the field of cleaning; services to develop educational services in the field of viral disease prevention	Class 37 Class 41 Class 44	1b	Live	26-Apr-20	Medical & Pandemic- Related Products
COVID-19 AWARENESS	88888293	Individual	* All different types of merchandise	Class 9	1b	Live	26-Apr-20	Merchandising & Promotional Products
NEVER FORGET COVID 19	88888306	Individual	* All different types of merchandise	Class 9	1b	Live	26-Apr-20	Merchandising & Promotional Products
SCIENCE THE SHIT OUT OF COVID	88887594	Corporation	* All types of cells for medical and scientific uses; all types of Advertising	Class 1 Class 5 Class 35	1b	Live	25-Apr-20	Application Including Slurs
SPREAD LOVE NOT COV	88886882	Individual	Mask, gloves, All PPE, cleaning supplies	Class 3	1b	Live	24-Apr-20	Medical & Pandemic- Related Products
COVID STORE	88886579	Corporation	* Apparatus for the prevention and control of infections	Class 10	1a	Live	24-Apr-20	Medical & Pandemic- Related Products
COVI-MAB	88887116	Corporation	Pharmaceutical preparations for the treatment of infectious, viral, inflammatory, immunological, autoimmune and cardiovascular diseases and disorders; Pharmaceutical preparations for the treatment of COVID-19/Coronavirus	Class 5	1b	Live	24-Apr-20	Medical & Pandemic- Related Products
COVI-SHIELD	88887109	Corporation	Pharmaceutical preparations for the treatment of infectious, viral, inflammatory, immunological, autoimmune and cardiovascular diseases and disorders; Pharmaceutical preparations for the treatment of COVID-19/Coronavirus	Class 5	1b	Live	24-Apr-20	Medical & Pandemic- Related Products
COVID CHRIST OVERCAME VIRUSES INFIRMITIES DISEASES	88887342	Individual	T-shirts	Class 25	1a	Live	24-Apr-20	Merchandising & Promotional Products

COVID CHANGE	88885552	Individual	Promoting public awareness of the COVID crisis in relation to the climate crisis for the outdoor industry by means of public advocacy	Class 35	1b	Live	24-Apr-20	Unrelated Products
COVID-19 COMPLIANT	88886041	LLC	Real estate agency services; Residential real estate agency services	Class 36	1b	Live	24-Apr-20	Unrelated Products
WE WILL DEFEAT COVID-19	88884330	Joint Venture	T-shirts; Licensing of Trademarks	Class 25 Class 45	1b	Live	23-Apr-20	Merchandising & Promotional Products
COVID LAW GROUP	88884364	Corporation	Legal services	Class 45	1b	Live	23-Apr-20	Unrelated Products
COVID CLEAR	88883043	Individual	Healthcare related to the coronavirus disease known as Covid-19	Class 44	1a	Live	22-Apr-20	Medical & Pandemic- Related Products
THE COVID-19 VACCINATION	88883233	LLC	Website offering COVID-19 vaccine for sale	Class 35	1b	Live	22-Apr-20	Medical & Pandemic- Related Products
COVID	88880367	Individual	* All types of apparel for dancers; retail apparel stores	Class 25 Class 35	1b	Live	21-Apr-20	Merchandising & Promotional Products
COVID-19	88880534	Individual	Card games	Class 28	1b	Live	21-Apr-20	Unrelated Products
COVIDX	88879533	Corporation	Vaccine preparations	Class 5	1b	Live	20-Apr-20	Medical & Pandemic- Related Products
COVID-19 IMMUNE	88878411	LLC	* Various types of bracelets; Polo Shirts; T-Shirts	Class 14 Class 20 Class 25	1b	Live	20-Apr-20	Merchandising & Promotional Products
COVID-19 IMMUNITY HEARD	88878748	Individual	Athletic apparel, namely, shirts, pants, jackets, footwear, hats and caps, athletic uniforms	Class 25	1b	Live	20-Apr-20	Merchandising & Promotional Products
VICTORY OVER COVID- 19	88878389	LLC	Bracelets; Rubber or silicone wristbands in the nature of a bracelet; Polo shirts; Sports shirts; T-shirts	Class 14 Class 25	1b	Live	20-Apr-20	Merchandising & Promotional Products
COVID FITNESS COMPLIANT	88879466	Individual	Physical fitness training services; Holistic health services featuring herbal medicine; Wellness and health-related consulting services	Class 41 Class 44	1b	Live	20-Apr-20	Unrelated Products
COVID-19 COMPLIANT	88879383	LLC	Real estate agency services; Real estate brokerage; Real estate listing	Class 36	1b	Live	20-Apr-20	Unrelated Products
COVID-19 GOLDEN WARRIOR	88878351	LLC	* Accepting and administering monetary charitable contributions; Providing recognition and incentives by the way of awards to health care responders	Class 36 Class 41	1b	Live	20-Apr-20	Unrelated Products
COVID-19 GOLDEN WARRIOR FAMILY	88878367	LLC	* Accepting and administering monetary charitable contributions; Providing recognition and incentives by the way of awards to health care responders	Class 36 Class 41	1b	Live	20-Apr-20	Unrelated Products
XCOVID	88878115	LLC	Wholesale store services for pharmaceutical, veterinary and sanitary preparations and medical supplies	Class 35	1a	Live	19-Apr-20	Medical & Pandemic- Related Products
COVID-19 WARRIOR	88878317	LLC	Bracelets; Rubber or silicone wristbands in the nature of a bracelet; Polo shirts; Sports shirts; T-shirts	Class 14 Class 25	1b	Live	19-Apr-20	Merchandising & Promotional Products

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GEN C	88878309	LLC	* Athletic apparel; clothing for babies, toddlers and children, treated with fire and heat retardants	Class 25	1b	Live	19-Apr-20	Merchandising & Promotional Products
GENERATION COVID	88878290	LLC	* Baseball caps and hats; Clothing for babies, toddlers and children, treated with fire and heat retardants	Class 25	1b	Live	19-Apr-20	Merchandising & Promotional Products
WE SURVIVED COVID- 19	88878184	Individual	Hats; Shirts	Class 25	1a	Live	19-Apr-20	Merchandising & Promotional Products
COVID-19 WARRIOR	88878321	LLC	Accepting and administering monetary charitable contributions	Class 36	1b	Live	19-Apr-20	Unrelated Products
WORLD WITHOUT COVID-19	88877471	Corporation	* Pharmaceutical preparations and product development	Class 5 Class 42	1b	Live	18-Apr-20	Medical & Pandemic- Related Products
COVID-IVF	88877508	Corporation	COVID-19 testing and screening services	Class 44	1a	Dead	18-Apr-20	Medical & Pandemic- Related Products
COVID	88877649	LLC	* Various guns and other types of ammunition	Class 13	1b	Live	18-Apr-20	Unrelated Products
HACKENSACK MERIDIAN COVID-19 RISK SCORE	88876414	Corporation	Providing use of an electronic tool, namely, providing an on-line computer database featuring information regarding health for the purpose of validating data related to risk factors for Covid-19	Class 44	1b	Live	17-Apr-20	Medical & Pandemic- Related Products
STRAIGHT OUTTA COVID	88875683	Individual	T-shirts, Sweat-shirts, Baseball Caps, Trucker Hats, Sweatpants, Polo Shirts, Golf Shirts, Golf Hats, Socks, Underwear, Shoes, Beanies	Class 25	1b	Live	17-Apr-20	Merchandising & Promotional Products
COVIDIOTS	88875925	Individual	T-shirts	Class 25	1b	Live	17-Apr-20	Application Including Slurs
COVID PRECHECK	88876126	Corporation	Licensing of software in the framework of software publishing	Class 45	1b	Live	17-Apr-20	Unrelated Products
NO MORE COVID19 TEAM MEMBER	88877028	Corporation	World-wide capital campaign and fundraising project	Class 35	1b	Live	17-Apr-20	Unrelated Products
NO MORE COVID19 . . . WE DID!	88877026	Corporation	Advertising services; Business management	Class 35	1b	Live	17-Apr-20	Unrelated Products
COVID-19 ANTIBODY TEST	88874259	LLC	Diagnostic kits consisting primarily of monoclonal antibodies, buffers, and reagents for use in disease testing	Class 5	1a	Live	16-Apr-20	Medical & Pandemic- Related Products
CONQUERED COVID 19	88874778	Individual	* All types of clothing and jewelry products	Class 14 Class 25	1b	Live	16-Apr-20	Merchandising & Promotional Products
HICAGO CEO COVID- 19 COALITION LLC	88874486	Individual	Providing fundraising information regarding charitable or humanitarian organizations	Class 36	1b	Live	16-Apr-20	Unrelated Products
T2COVID-19 PANEL	88872601	Corporation	* Various assays for COVID- 19 testing, including diagnostic reagents for identification and analysis of the infection, etc . .	Class 1 Class 5	1b	Live	15-Apr-20	Medical & Pandemic- Related Products
X-COVID-19 BIO CLEANER	88872814	LLC	Multi-purpose cleaning product	Class 3	1b	Live	15-Apr-20	Medical & Pandemic- Related Products
C O D . 1 9	88873831	Individual	Cups; Drinkware; Drinking cups; Drinking cups and saucers	Class 21	No Legal Basis Listed	Live	15-Apr-20	Merchandising & Promotional Products

COVID CARE CORPS	88871689	Non-profit Corporation	* Charitable services related to medical services; medical services provided to underserved communities and communities	Class 35 Class 36 Class 44	1b	Live	14-Apr-20	Medical & Pandemic- Related Products
COVID CARE FORCE	88871733	Non-profit Corporation	* Charitable services related to medical services; medical services provided to underserved communities and communities	Class 35 Class 36 Class 44	1a	Live	14-Apr-20	Medical & Pandemic- Related Products
COVID KILLER	88871437	LLC	Hand sanitizer	Class 5	1a	Live	14-Apr-20	Medical & Pandemic- Related Products
COVID-19	88871734	Individual	* All types of printed material in the field of medical history	Class 16	1b	Live	14-Apr-20	Medical & Pandemic- Related Products
COVID-19 RAPID TEST	88871767	Corporation	We sell COVID-19 Rapid Test kits that are already medical CE certified. We have been told that we are now very close to FDA approvals well	Class 10	1a	Live	14-Apr-20	Medical & Pandemic- Related Products
EVERYBODY VS. COVID	88870511	Individual	T-shirts; T-shirts for printing	Class 25	1b	Dead	14-Apr-20	Merchandising & Promotional Products
FACE OFF COVID	88871674	Corporation	* Promotional services to avoid spreading infectious disease by leading a healthy lifestyle	Class 25	1b	Live	14-Apr-20	Merchandising & Promotional Products
WE FOUGHT COVID-19	88871931	Individual	Bracelets; Jewelry; Coffee cups, tea cups and mugs; Bottoms as Clothing; Tops as Clothing; Footwear; Headwear	Class 14 Class 21 Class 25	1b	Live	14-Apr-20	Merchandising & Promotional Products
COV-BARRIER	88869914	Corporation	Medical and Scientific Research in the field of coronavirus and infectious diseases	Class 42	1b	Live	13-Apr-20	Medical & Pandemic- Related Products
COVID-ONESWAB	88870053	LLC	* Diagnostic kits to detect SARS-CoV-2; Medical testing for diagnostic or treatment of SARS-CoV-2	Class 5 Class 44	1a	Live	13-Apr-20	Medical & Pandemic- Related Products
COVID-ONESWAB	88870118	LLC	* Diagnostic kits to detect SARS-CoV-2; Medical testing for diagnostic or treatment of SARS-CoV-2	Class 5 Class 44	1a	Live	13-Apr-20	Medical & Pandemic- Related Products
COVID-ONESWAB	88870174	LLC	* Diagnostic kits to detect SARS-CoV-2; Medical testing for diagnostic or treatment of SARS-CoV-2	Class 5 Class 44	1a	Live	13-Apr-20	Medical & Pandemic- Related Products
ITS NOT JUST CLEAN, IT'S COVID CLEAN	88869706	LLC	* All types of general business networking referral services	Class 35	1b	Live	13-Apr-20	Merchandising & Promotional Products
FVCK COVID-19	88870268	LLC	Licensing of advertising slogans and cartoon characters	Class 45	1b	Live	13-Apr-20	Application Including Slurs
COVID-ONE-NINE	88868669	Individual	* All types of clothing, namely, shirts	Class 25	1a	Live	12-Apr-20	Merchandising & Promotional Products
AI-COVID	88868353	Corporation	* All types of own-loadable computer programs related to medical testing	Class 9	1b	Live	11-Apr-20	Medical & Pandemic- Related Products
POST-COVID	88868357	Corporation	* Services related to business, consulting, and marketing related to COVID19	Class 35	1b	Live	11-Apr-20	Medical & Pandemic- Related Products
CERTIFIED IMMUNE COVID 19	88868464	Individual	Clothing, namely, Hats, T- Shirts, Sweat shirts	Class 25	1b	Live	11-Apr-20	Merchandising & Promotional Products

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COVID LOCKDOWN	88868410	Individual	<i>* All types of clothing, namely, shirts</i>	Class 25	1a	Live	11-Apr-20	Merchandising & Promotional Products
SURVIVOR COVID 19 NYC 2020	88868442	Individual	Outerwear, namely, Hats, T- Shirts, Sweat shirts	Class 25	1b	Live	11-Apr-20	Merchandising & Promotional Products
NATIONAL COVID CLEANING	88869495	LLC	<i>* Referrals services, including for building contractors</i>	Class 35	1b	Live	11-Apr-20	Unrelated Products
COVID-19 LBS	88866803	Sole Proprietorship	Providing weight loss programs and cosmetic body care services in the nature of non- surgical body contouring	Class 44	1b	Live	10-Apr-20	Medical & Pandemic- Related Products
COVID-19 DX HUB	88866027	Corporation	Software as a service (SAAS) services featuring software for connecting electronic health record systems to diagnostic laboratory order and result systems as well as other healthcare related software services	Class 42	1a	Live	9-Apr-20	Medical & Pandemic- Related Products
COVID 19 - BORED BETTER THAN DEAD!	88866310	Individual	Hats; T-Shirts	Class 25	1b	Live	9-Apr-20	Merchandising & Promotional Products
COMMUNIST CHINA COVID(C3) VIRUS	88866438	Individual	Providing a website featuring information about political issues	Class 35	1b	Live	9-Apr-20	Unrelated Products
COVID COMPLIANT	88865149	Individual	<i>* Products Relating to Books and Entertainment</i>	Class 16 Class 41	1b	Live	9-Apr-20	Unrelated Products
COVID19 PROTECTIVE DENTAL SHIELD	88864498	Individual	<i>* Health care services, consulting services to health care providers, and consulting services in the field of disease infection control</i>	Class 44	1b	Live	8-Apr-20	Medical & Pandemic- Related Products
COVID-STAT	88862674	Corporation	Diagnostic kits comprised of medical diagnostic reagents and assays for testing of bodily fluids for use in disease detection, namely, Coronavirus (Covid-19 and SARS Virus)	Class 5	1b	Live	8-Apr-20	Medical & Pandemic- Related Products
FAMILY LAWYER SURVIVAL KIT: CLAUSTROPHOBIA AND CHAOS IN THE WAKE OF COVID-19	88863672	LLC	Providing information, news and commentary in the field of law; Providing on-line information and news in the field of law	Class 45	1a	Live	8-Apr-20	Medical & Pandemic- Related Products
COVID STRONG	88863411	LLC	<i>* Various types of mugs and glasses and apparel</i>	Class 21 Class 25	1a	Live	8-Apr-20	Merchandising & Promotional Products
COVID-19	88864568	Corporation	Magnet clips for attachment to toy cars for display of toy cars as decorative magnets; Rubber or silicone wristbands in the nature of a bracelet	Class 9 Class 14	1b	Live	8-Apr-20	Merchandising & Promotional Products
COVID-19 SURVIVOR	88864759	Corporation	Magnet clips for attachment to toy cars for display of toy cars as decorative magnets; Rubber or silicone wristbands in the nature of a bracelet; Short-sleeved or Long-sleeved T-shirts	Class 9 Class 14 Class 25	1b	Live	8-Apr-20	Merchandising & Promotional Products

I FOUGHT COVID-19	88864429	LLC	Bracelets; Jewelry; Coffee cups, tea cups and mugs; clothing; Footwear; Headwear; Tops as Clothing; Bottoms as Clothing; Bumper Stickers; Stickers	Class 14 Class 16 Class 21 Class 25	1b	Live	-Apr-20	Merchandising & Promotional Products
NEW YORK-20 COVID-19	88864717	Individual	Long-sleeved shirts; T-shirts; Tank tops	Class 25	1a	Live	8-Apr-20	Merchandising & Promotional Products
PARTY LIKE IT'S COVID	88859058	Individual	Shirts, songs, sweatshirts, pants, jackets, posters, websites, plays, tv shows, movies	Class 25 Class 45	1b	Live	8-Apr-20	Merchandising & Promotional Products
STAY INSIDE I SURVIVED COVID-19	88864559	Individual	Clothing, namely, t-shirts, bags, caps, stickers	Class 25	1b	Live	8-Apr-20	Merchandising & Promotional Products
ANTICOV-ID	88862625	corporation	Assay for measuring Immunoglobulin G antibodies against the Covid-19 (SARS-CoV-2) Spike Protein Receptor Binding Domain (RBD) in human patient serum	Class 5	1b	Live	7-Apr-20	Medical & Pandemic-Related Products
COVID COUTURE	88863323	Individual	<i>* All Types of Protective Gear and Related Products; All Types of Clothing and Apparel for Humans and Dogs</i>	Class 9 Class 10 Class 18 Class 25	1b	Live	7-Apr-20	Merchandising & Promotional Products
JABON COVID-19	88861922	Individual	Bar soap	Class 3	1a	Live	7-Apr-20	Merchandising & Promotional Products
NEVER FORGET 9.11 USHERED US IN COVID-19 WALKED US OUT BUT NEITHER ONE COULD STOP THESE CAPS FROM COMING OFF "CLASS OF 2020"	88862685	Individual	Clothes, shoes, t-shirts, bumper stickers, mugs, plates cups, etc	Class 25	1b	Live	7-Apr-20	Merchandising & Promotional Products
COVIDSMELLTEST CHALLENGE	88860199	LLC	<i>* Medical research; services to develop computer database containing information regarding eligibility to public health care; consultation in the field of health risk assessment</i>	Class 42 Class 44	No Legal Basis Listed	Live	6-Apr-20	Medical & Pandemic-Related Products
COVID KILLER	88862236	Individual	Surgical Scrub Hats; Buttons; <i>* All Types of Apparel</i>	Class 10 Class 25 Class 26	1b	Live	6-Apr-20	Merchandising & Promotional Products
COVID-19 COV	88860880	Individual	Clothing	Class 25	1b	Live	6-Apr-20	Merchandising & Promotional Products
COVIDX	88861489	LLC	Cosmetic and Cleaning Products including but not limited to household cleaning products, cosmetic, healthcare and personal sanitizing and also personal hygiene products, child and feminine personal hygiene products	Class 3	1a	Live	6-Apr-20	Unrelated Products
SNIFFOUTCOVID CHALLENGE	88860197	LLC	<i>* Medical research; services to develop computer database containing information regarding eligibility to public health care; consultation in the field of health risk assessment</i>	Class 42 Class 44	No Legal Basis Listed	Live	5-Apr-20	Medical & Pandemic-Related Products

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SNIFFOUT/COVID CHALLENGE	88860198	LLC	* Medical research; services to develop computer database containing information regarding eligibility to public health care; consultation in the field of health risk assessment	Class 42 Class 44	No Legal Basis Listed	Live	5-Apr-20	Medical & Pandemic- Related Products
COVID 19	88861600	Individual	Athletic apparel, namely, shirts, pants, jackets, footwear, hats and caps, athletic uniforms	Class 25	1a	Live	5-Apr-20	Merchandising & Promotional Products
COVID 19 WORLD STRONG	88860444	Individual	Shirts	Class 25	1b	Live	5-Apr-20	Merchandising & Promotional Products
COVID-19 2020	88861119	LLC	Jewelry; Clothing, namely, hats, t-shirts, sweat shirts	Class 14 Class 25	1b	Live	5-Apr-20	Merchandising & Promotional Products
COVIDMD	88860232	Corporation	* All Types of Software, Test Kits, Online Retail Services, Interactive Website Technology, Social Networking Services	Class 9 Class 10 Class 35 Class 42 Class 44 Class 45	1b	Live	4-Apr-20	Merchandising & Promotional Products
COVIDMD COMMUNITY	88860233	Corporation	* Online social networking services to share health and wellness data, benefit plans, and other information	Class 45	1b	Live	4-Apr-20	Unrelated Products
COVID CHRONICLES	88858346	Individual	Printed materials, namely, written articles in the field of pandemic reaction	Class 16	1a	Live	3-Apr-20	Medical & Pandemic- Related Products
COVID COUTURE	88859091	Corporation	Dust masks; Dust protective goggles and masks; Filters for non-medical respiratory masks; Protection masks; Protective face masks not for medical purposes; Respiratory masks for non-medical purposes	Class 9	1b	Live	3-Apr-20	Medical & Pandemic- Related Products
COVID-19 PRIMER	88859620	Corporation	Downloadable electronic reports accessed through a website; Providing a website that uses natural language processing algorithms to summarize research findings and media publications; providing a website that provides links to research reports and media publications	Class 9 Class 42	1b	Live	3-Apr-20	Medical & Pandemic- Related Products
COVIDNOW	88858974	LLC	Downloadable mobile applications for use by medical professionals in the field of infectious diseases	Class 9	1b	Dead	3-Apr-20	Medical & Pandemic- Related Products
COVID SURVIVOR	88859692	LLC	Playing cards and card games	Class 28	1a	Live	3-Apr-20	Merchandising & Promotional Products
COVIDCUFF	88859495	Corporation	Protective clothing, namely, clothing to protect a wearer from infection by biological agents	Class 9	1b	Live	3-Apr-20	Merchandising & Promotional Products
COVIDCUFF	88859509	Corporation	Clothing, namely shirts	Class 25	1b	Live	3-Apr-20	Merchandising & Promotional Products
CURIN COVID	88859957	LLC	Card games, board games, online games	Class 28	1b	Live	3-Apr-20	Merchandising & Promotional Products
I SURVIVED THE COVID 19 PANDEMIC	88859808	Individual	Shirts	Class 25	1b	Live	3-Apr-20	Merchandising & Promotional Products

WARNING 6 FOOT RULE IN EFFECT KNOW YOUR COVID-19 DISTANCE	88859127	LLC	T-shirts, Posters, Signs	Class 25	1b	Live	3-Apr-20	Merchandising & Promotional Products
F COVID 19	88859106	LLC	Merchandise Bags; Shirt inserts, namely dummies	Class 16 Class 25	1b	Live	3-Apr-20	Application Including Slurs
CV19 PROJECT	88858611	Corporation	Cash flows solutions to companies impacted by COVID-19. SMB can list their offers for services to be provided in the future once their business re-open on the CV-19 Project.	Class 42	1a	Live	2-Apr-20	Medical & Pandemic- Related Products
STRONGER THAN COVID	88858154	Individual	Shirts	Class 25	1b	Live	2-Apr-20	Merchandising & Promotional Products
STRONGER THAN COVID-19	88858174	Individual	Shirts	Class 25	1b	Live	2-Apr-20	Merchandising & Promotional Products
TOGETHER WE ARE STRONGER THAN COVID-19	88857929	Individual	Bracelets Made of Rubber; T- shirts	Class 14 Class 25	1b	Live	2-Apr-20	Merchandising & Promotional Products
COVID MVAX	88857485	Corporation	* Vaccines; pharmaceutical preparations for the treatment of infectious diseases; research and development in the fields of vaccines as; licensing of intellectual property rights	Class 5 Class 42 Class 45	1b	Live	1-Apr-20	Medical & Pandemic- Related Products
COVIDVAX	88857477	Corporation	* Vaccines; pharmaceutical preparations for the treatment of infectious diseases; research and development in the fields of vaccines as; licensing of intellectual property rights	Class 5 Class 42 Class 45	1b	Live	1-Apr-20	Medical & Pandemic- Related Products
I SURVIVED THE COVID 19 PANDEMIC	88856027	LLC	Website services for sharing stories about surviving the coronavirus or COVID-19 pandemic of 2020	Class 42	1b	Live	1-Apr-20	Medical & Pandemic- Related Products
COVID-CAPABLE	88855545	LLC	Nursing home and rehabilitation patient care services; health care services, namely, providing medical services at assisted living facilities	Class 44	1a	Live	1-Apr-20	Medical & Pandemic- Related Products
COVIDSMELLTEST	88855477	LLC	* Database development services for medical research	Class 42 Class 44	No Legal Basis Listed	Live	1-Apr-20	Medical & Pandemic- Related Products
SNIFFOUTCOVID	88855467	LLC	* Medical research; Consultation services; Computer services, namely, database development services, namely, configuration and customization of computer databases containing information regarding public health care eligibility	Class 42 Class 44	No Legal Basis Listed	Live	1-Apr-20	Medical & Pandemic- Related Products
SNIFFOUTCOVID	88855471	LLC	* Medical research; Consultation services; Computer services, namely, database development services, namely, configuration and customization of computer databases containing information regarding public health care eligibility	Class 42 Class 44	No Legal Basis Listed	Live	1-Apr-20	Medical & Pandemic- Related Products

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COVID-19 AMERICAN HEROES	88856476	LLC	Stickers	Class 16	1b	Live	1-Apr-20	Merchandising & Promotional Products
COVID-19 BABY	8885669	Individual	* All types of apparel for infants/toddlers/children	Class 25	1b	Live	1-Apr-20	Merchandising & Promotional Products
SNIFFOUTCOVID	88855467	LLC	* Medical research, consultation services, information regarding health risk assessment, . etc.; medical information and services	Class 42 Class 44	No Legal Basis Listed	Live	31-Mar-20	Medical & Pandemic- Related Products
SNIFFOUTCOVID	88855471	LLC	* Medical research, consultation services, information regarding health risk assessment, . etc.; medical information and services	Class 42 Class 44	No Legal Basis Listed	Live	31-Mar-20	Medical & Pandemic- Related Products
COVID CT	88854157	LLC	Medical imaging devices, namely, computed tomography (CT) devices for use in the medical and dental fields	Class 10	1b	Live	30-Mar-20	Medical & Pandemic- Related Products
COVID-19 AMERICAN HERO'S	88854906	LLC	Stickers	Class 16	1b	Live	30-Mar-20	Merchandising & Promotional Products
I SURVIVED COVID-19	88827103	Individual	Clothing; Providing information in the field of medicine; promotional services, namely, promoting the charities of others; charitable fundraising	Class 25 Class 35 Class 36	1b	Dead	29-Mar-20	Merchandising & Promotional Products
WE CURED COVID-19	88827108	Individual	Clothing; Providing information in the field of medicine; promotional services, namely, promoting the charities of others; charitable fundraising	Class 25 Class 35 Class 36	1b	Dead	29-Mar-20	Merchandising & Promotional Products
THE COVID-19 REPORT	88851790	Individual	Downloadable electronic newsletters delivered by e-mail in the field of law and business	Class 9	1b	Live	28-Mar-20	Medical & Pandemic- Related Products
PRE-COVID	88851744	Corporation	* Business consulting services related to COVID	Class 35	1b	Live	28-Mar-20	Unrelated Products
COVIMMUNE	88851420	LLC	Computer services, namely, hosting an interactive web site that allows the users to publish and share their own content and images on-line	Class 42	1b	Live	28-Mar-20	Unrelated Products
COVIDFACESHIELD	88851488	Individual	Face-protection shields; Workmen's protective face-shields; Workmen's protective face shields	Class 9	No Class Found	Live	27-Mar-20	Medical & Pandemic- Related Products
COVID KID	88851008	Corporation	* All types of clothing and apparel	Class 25	1b	Live	27-Mar-20	Merchandising & Promotional Products
COVID-19 FREE CERTIFIED	88851384	Individual	* All types of clothing and apparel	Class 25	1b	Live	27-Mar-20	Merchandising & Promotional Products
LOVE IN THE TIME OF COVID-19	88853242	Individual	* All types of clothing and apparel	Class 25	1b	Live	27-Mar-20	Merchandising & Promotional Products
COVID-19 TAX AMNESTY PROGRAM	88851050 Registration #6155584	LLC	Tax and taxation planning, advice, information and consultancy services	Class 35	1a	Live	27-Mar-20	Unrelated Products

UN-COVID	88850926	Corporation	(Based on 44(d) Priority Application) antimicrobial and antiviral preparations for sanitizing display screens of computers and mobile phones; (Based on Intent to Use) antimicrobial and antiviral preparations for household use	Class 5	1b	Live	26-Mar-20	Medical & Pandemic- Related Products
COVIDCLEANUP	88849204	LLC	Referrals for general building contractors; Referrals in the field of facility and fleet disinfection and cleaning; Providing an on-line searchable database featuring referrals in the field of disinfection and cleaning, real estate and fleets	Class 35	1b	Live	26-Mar-20	Medical & Pandemic- Related Products
COVIDCLEAN	88849149	LLC	Quality management services, namely, quality evaluation and analysis, quality assurance, and quality control, in the field of facility and fleet disinfection and cleaning services	Class 42	1b	Live	26-Mar-20	Medical & Pandemic- Related Products
COVID AID	88849648	Individual	* All types of jewelry and apparel	Class 14 Class 25	1a	Live	26-Mar-20	Merchandising & Promotional Products
I AM A COVID-19 SURVIVOR	88850676	Incorporated Association	T-shirts; T-shirts for babies, children, adults, men, women	Class 25	1b	Live	26-Mar-20	Merchandising & Promotional Products
COVID-19 TAKES DOWN COVFEFE	88849328	Individual	Custom imprinting of clothing with decorative designs	Class 40	1a	Live	26-Mar-20	Merchandising & Promotional Products
(COVID-19) NOUN; THE VIRUS THAT BRINGS FAMILIES TOGETHER.	88848416	Individual	Clothing, namely, t-shirts and hats	Class 25	1b	Live	25-Mar-20	Merchandising & Promotional Products
COVIKILL	88847283	Corporation	Hand-sanitizing preparations; antimicrobial hand and skin- sanitizing preparations; antibacterial hand and skin- sanitizing preparations; all of the foregoing for preventing the transmission of coronavirus	Class 5	1b	Live	24-Mar-20	Medical & Pandemic- Related Products
COVID-IGXPRESS	88846406	Corporation	* Medical diagnostic rapid test kits; Diagnostic kits in relation to COVID-19	Class 10	1b	Live	24-Mar-20	Medical & Pandemic- Related Products
COVID-POCXPRESS	88846409	Corporation	* Medical diagnostic rapid test kits; Diagnostic kits in relation to COVID-19	Class 10	1b	Live	24-Mar-20	Medical & Pandemic- Related Products
CATS AGAINST COVID-19	88848196	LLC	Retail apparel stores	Class 35	1a	Live	24-Mar-20	Merchandising & Promotional Products
COVIDE BLUE	88845817	Individual	Advertising of commercial or residential real estate	Class 35	1b	Live	24-Mar-20	Unrelated Products
COVID-IG	88846403	Corporation	* Medical diagnostic rapid test kits; Diagnostic kits in relation to COVID-19	Class 10	1b	Live	23-Mar-20	Medical & Pandemic- Related Products
COVID-19	88845782	Individual	Hats; Pants; Shirts; Shoes; Shorts; Socks; Sweatshirts	Class 25	1b	Live	23-Mar-20	Merchandising & Promotional Products
COVID-19 SURVIVOR	88843041	LLC	Wrist bands as clothing	Class 25	1b	Live	21-Mar-20	Merchandising & Promotional Products

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COVID PRO QUO	88844019	Individual	Hats; Shirts	Class 25	1a	Live	21-Mar-20	Merchandising & Promotional Products
BE COVIDGLANT	88844164	Individual	Bumper stickers	Class 16	1b	Live	21-Mar-20	Merchandising & Promotional Products
COVID-VENTURES	88843145	Corporation	Venture capital fund management; Venture capital advisory services; Providing venture capital, development capital, private equity and investment funding; Venture capital funding services to emerging and start-up companies; Venture capital services, namely, providing financing to emerging and start-up companies	Class 36	1b	Live	21-Mar-20	Unrelated Products
COVID.MD	88842972	Corporation	*Types of computer application software, medical test kits, online retail store services featuring medical test kits, website to track medical information, providing health information online, online social networking related to health information	Class 9 Class 10 Class 35 Class 42 Class 44 Class 45	1b	Live	20-Mar-20	Medical & Pandemic- Related Products
CLASS OF COVID-19	88842845	Individual	Sweatpants; Sweat-shirts; T-shirts; Graphic T-shirts; Hooded sweatshirts; Short-sleeved or long-sleeved t-shirts	Class 25	1b	Live	20-Mar-20	Merchandising & Promotional Products
COVID-19 FREE	88843029	LLC	Wrist bands as clothing	Class 25	1b	Live	20-Mar-20	Merchandising & Promotional Products
#SURVIVEANDTHRIVE COVID-19	88842052	LLC	Imprinting messages on t-shirts	Class 40	1a	Live	19-Mar-20	Merchandising & Promotional Products
COVID-19 IMMUNE	88841477	LLC	Wrist bands on clothing	Class 25	1b	Live	18-Mar-20	Merchandising & Promotional Products
COVID HAIR DON'T CARE	88853069	Individual	Clothing; headwear	Class 25	1b	Live	17-Mar-20	Merchandising & Promotional Products
SOCIAL DISTANCER STOP 6 FEET PLEASE COVID-19 AWARENESS #STOPSPREADING CORONAVIRUS	88839373	Individual	(Based on Use in Commerce) T-shirts(Based on Intent to Use) Hats	Class 25	1b	Live	16-Mar-20	Merchandising & Promotional Products
I SURVIVED COVID-19	88841027	Individual	Bumper stickers, Transmission and distribution of data or audio visual images via a global computer network or the internet	Class 16 Class 38	1b	Live	16-Mar-20	Merchandising & Promotional Products
I HEART COVID-19	88835791	LLC	Athletic apparel, namely, shirts, pants, jackets, footwear, hats and caps, athletic uniforms	Class 25	1a	Live	16-Mar-20	Merchandising & Promotional Products
COVID- 19 SURVIVOR	88836052	LLC	T-shirts	Class 25	1a	Live	16-Mar-20	Merchandising & Promotional Products
COVID- 19 INFECTED	88836065	LLC	T-shirts	Class 25	1a	Live	16-Mar-20	Merchandising & Promotional Products
CLUB COVID	88851027	Individual	We are selling entertainment	Class 41	1b	Live	16-Mar-20	Unrelated Products

COVID KIDS	88834978	Individual	Shirts for infants, babies, toddlers and children; Shirts for adults; Socks; T-shirts for adults; Internet advertising services; Advertisement for others on the Internet; Advertising on the Internet for others	Class 25 Class 35	1b	Live	15-Mar-20	Merchandising & Promotional Products
COVIDFREE	88834579	Individual	* All types of sanitary and antibacterial products related to sanitization	Class 5	1b	Live	14-Mar-20	Medical & Pandemic- Related Products
COVIDFREE	88833680	Individual	* 24 hour response center providing info to emergency medical personnel	Class 44	1b	Live	13-Mar-20	Medical & Pandemic- Related Products
I SURVIVED COVID-19	88828155	LLC	Hats; Hoodies; Shirts; Sweatshirts; T-shirts	Class 25	1b	Live	10-Mar-20	Merchandising & Promotional Products
COVID CARE	88835807	Corporation	* Software service supporting organization responding to the medical crisis	Class 42	1a	Live	9-Mar-20	Medical & Pandemic- Related Products
TOGETHER WE SURVIVED COVID-19	88827109	Individual	Clothing; Providing information in the field of medicine; promotional services, namely, promoting the charities of others; charitable fundraising	Class 25 Class 35 Class 36	1b	Dead	9-Mar-20	Merchandising & Promotional Products
WE BEAT COVID-19	88835552	Individual	Clothing; Providing information in the field of medicine; promotional services, namely, promoting the charities of others; charitable fundraising	Class 25 Class 35 Class 36	1b	Dead	9-Mar-20	Merchandising & Promotional Products
FXCK COVID-19	88835962	Individual	Hats; Shirts and short-sleeved shirts; T-shirts	Class 25	1b	Live	9-Mar-20	Application Including Slurs
COVID-19 VAX	88792612	LLC	Vaccines	Class 5	1b	Live	11-Feb-20	Medical & Pandemic- Related Products
COVID	2753795 Registration #2753795	Corporation	Transparent holographic images for affixing to credit cards, identification cards, currency, paper documents, event tickets, and products or product packaging for security purposes	Class 16	1a	Dead	19-Aug-03	Unrelated Products

**Trademark Applications Including the Term “Coronavirus”
Recorded in the TESS as of 12/31/2020**

Trademark Application	Serial #	Filing Entity	Goods/Services	International Class	Basis of Filing (Lanham Act)	Live/Dead	Date of Filing (Reverse Chronological Order)	Type of Activity
CORONAVIRUS VACCINATED	90358181	LLC	Buttons; Pins, other than jewellery, being hat pins; Novelty buttons; Ornamental novelty badges; Ornamental novelty buttons; Ornamental novelty pins	Class 26	1b	Live	3-Dec-20	Merchandising & Promotional Products
COVID-19 CORONAVIRUS RECOVERY SYSTEM	90169872	LLC	Pillows; herbal pastes, nutritional supplements, medicinal teas and syrups	Class 5 Class 20	1a	Live	9-Sep-20	Unrelated Products
CORONAVIRUS FREE	88960707	LLC	T-shirts	Class 25	1b	Live	11-Jun-20	Merchandising & Promotional Products
COVID-19 2020 FRONTLINE HERO THANK YOU FOR YOUR SERVICE COIN HAS DEPICTION OF CORONAVIRUS, SURGICAL MASK, AND AMERICAN FLAG	88919461	Individual	Commemorative coins	Class 14	1a	Live	16-May-20	Unrelated Products
QUARANFEAST SINCE CORONAVIRUS 2020	88917877	Individual	Online social networking in the field of food	Class 45	1a	Live	15-May-20	Unrelated Products
CORONAVIRUS TRACER	79290511	Corporation	* Computer programs, software applications, electronic machines; maintenance of computer software and various software; computer technology consultancy	Class 42 Class 9	66a	Live	12-May-20	Medical & Pandemic- Related Products
2020 CORONAVIRUS CONCERT TOUR	88910464	LLC	* Various audio and video recordings; downloadable audios, videos, and pictures, souvenir books; various apparels; arranging and conducting of concerts; providing entertainment services	Class 9 Class 16 Class 25 Class 41	1b	Live	11-May-20	Unrelated Products
I SURVIVED THE WUHAN CHINA CORONAVIRUS	88898754	Individual	T-shirts; Tops as clothing; Graphic T-shirts	Class 25	1b	Live	3-May-20	Merchandising & Promotional Products
NO CORONAVIRUS ...I'M VACCINATED!	88898833	Corporation	Business management; Business management and consultation; Business marketing consulting services; Business networking; Marketing services	Class 35	1b	Live	3-May-20	Unrelated Products
COVID-19 HINDSIGHT 2020 CORONAVIRUS HINDSIGHT 2020	88897789	Individual	Advertising and marketing	Class 35	1b	Live	1-May-20	Unrelated Products
I SURVIVED THE CORONAVIRUS 2020	88895982	Individual	T-shirts	Class 25	1b	Live	30-Apr-20	Merchandising & Promotional Products
SHE WHOOPED THE MESS OUT OF CORONAVIRUS YES SHE DID	88894240	Individual	Athletic apparel, namely, shirts, pants, jackets, footwear, hats and caps, athletic uniforms	Class 25	1a	Live	29-Apr-20	Merchandising & Promotional Products

CORONAVIRUS OUTBREAK MAP .COM	88887218	Individual	* Various advertising, marketing and directory services	Class 35	1a	Live	24-Apr-20	Unrelated Products
CORONAVIRUS CLEANING	88883829	LLC	Specialized cleaning services designed for coronavirus	Class 3	1a	Live	23-Apr-20	Unrelated Products
I SURVIVED THE CORONAVIRUS QUARANTINE 2020	88875908	Individual	T-shirts	Class 25	1a	Live	17-Apr-20	Merchandising & Promotional Products
#CORONAVIRUS	88872578	Individual	* All types of clothing	Class 25	1b	Live	15-Apr-20	Merchandising & Promotional Products
CORONAVIRUS OUTBREAK 2020	88872566	Individual	* All types of clothing	Class 25	1b	Live	15-Apr-20	Merchandising & Promotional Products
GOLDMANS X- GENE RT PCR DETECTION KIT FOR NOVEL CORONAVIRUS	88869476	Corporation	Medical diagnostic reagents and assays for testing body fluids for microorganisms; Medical diagnostic reagents and assays for testing of body fluids; Diagnostic kits comprised of medical diagnostic reagents and assays for testing of bodily fluids for use in disease detection, namely, coronavirus, SARS	Class 5	1a	Live	13-Apr-20	Medical & Pandemic- Related Products
COV-BEAT	88870071	Corporation	Medical and Scientific Research in the field of coronavirus and infectious diseases	Class 42	1b	Live	13-Apr-20	Medical & Pandemic- Related Products
COV-BLOCK	88890064	Corporation	Medical and Scientific Research in the field of coronavirus and infectious diseases	Class 42	1b	Live	13-Apr-20	Medical & Pandemic- Related Products
CORONAVIRUS FREE	88864812	Individual	* Medical compression tights, hats, apparel; books and goods related to books	Class 25	1a	Live	8-Apr-20	Unrelated Products
SURVIVOR OF CORONAVIRUS	88862651	LLC	Coffee mugs; Clothing, namely, athletic shirts, button down shirts, long-sleeved shirts, polo shirts, shirts, short-sleeved or long-sleeved t-shirts, short-sleeve shirts, tee shirts, hats	Class 25 Class 21	1b	Live	7-Apr-20	Merchandising & Promotional Products
KEEP BACK 6 FEET SOCIAL DISTANCE CORONAVIRUS 2020	88858986	Individual	Clothing and apparel, shirts, hats	Class 25	1b	Live	3-Apr-20	Merchandising & Promotional Products
CORONAVIRUS OUTBREAK 2020	88858574	Individual	* All types of clothing	Class 40	1b	Live	3-Apr-20	Merchandising & Promotional Products
THE CORONAVIRUS BLUES	88855631	LLC	Pharmaceutical preparations in the nature of gel caps for reducing symptoms related to emotional and psychological issues in connection with the coronavirus disease	Class 5	1b	Live	1-Apr-20	Medical & Pandemic- Related Products
#CORONAVIRUS	88855562	Individual	* All types of clothing	Class 40	1b	Live	1-Apr-20	Merchandising & Promotional Products
LOVE IN THE TIME OF CORONAVIRUS	88853099	Individual	* All types of clothing, merchandise, and entertainment services	Class 25	1b	Live	30-Mar-20	Merchandising & Promotional Products
CORONAVIRUS PANDEMIC SURVIVOR 2020	88848786	Individual	T-shirts for stamped, embroidery	Class 25	1b	Live	26-Mar-20	Merchandising & Promotional Products
I SURVIVED THE CORONAVIRUS OF 2020	88847417	Individual	Shirts	Class 25	1b	Live	25-Mar-20	Merchandising & Promotional Products

I SURVIVED THE CORONAVIRUS	88845606	Individual	Hats; Hoodies; Shirts; Shirts and short-sleeved shirts; Sweatshirts; T-shirts; Graphic T-shirts; Hooded sweatshirts; Short-sleeved or long-sleeved t-shirts	Class 25	1b	Live	24-Mar-20	Merchandising & Promotional Products
I SURVIVED "THE RONA" CORONAVIRUS 2020	88843437	Individual	* Various apparel, hats, and t-shirts	Class 25	1a	Live	22-Mar-20	Merchandising & Promotional Products
WE SURVIVED THE CORONAVIRUS 2020	88843025	Individual	T-shirts; Athletic apparel, namely, shirts, pants, jackets, footwear, hats and caps, athletic uniforms; Short-sleeved or long-sleeved t-shirts	Class 25	1b	Live	21-Mar-20	Merchandising & Promotional Products
CORONAVIRUS: MADE IN CHINA	88841321	Individual	Hats; Shirts; Graphic T-shirts; Hooded sweat shirts; Long-sleeved shirts; Short-sleeved shirts; Sports jerseys; Sports caps and hats; Sweat shirts; T-shirts; Tee-shirts	Class 25	1b	Dead	19-Mar-20	Merchandising & Promotional Products
MY CORONAVIRUS EXPERIENCE	88839789	LLC	Providing on-line facilities for real-time interaction with other computer users and electronic bulletin boards concerning topics of interest relating to customer and employment experiences during the pandemic in 2019-2020	Class 38	1a	Live	18-Mar-20	Medical & Pandemic- Related Products
SOCIAL DISTANCER STOP 6 FEET PLEASE COVID-19 AWARENESS #STOPSPREADIN GCORONAVIRUS	88839373	Individual	(Based on Use in Commerce) T-shirts (Based on Intent to Use) Hats	Class 25	1b	Live	18-Mar-20	Merchandising & Promotional Products
I SURVIVED CORONAVIRUS 19	88836690	Individual	Apparel	Class 25	1b	Live	17-Mar-20	Merchandising & Promotional Products
WARNING MY RIDE IS SICKER THAN CORONAVIRUS	88838161	LLC	Clothing, namely, t-shirts, shirts, pants, jackets, sweatshirts, sweatpants, sweaters, leggings, shoes	Class 25	1b	Live	17-Mar-20	Merchandising & Promotional Products
FXCK CORONAVIRUS	88835992	Individual	Hats; T-shirts	Class 25	1b	Live	16-Mar-20	Applications Including Slurs
CORONAVIRUS SURVIVOR EST. 2020	88835597	Individual	Clothing, namely, hats, shirts, scarves and socks	Class 25	1b	Live	16-Mar-20	Merchandising & Promotional Products
ME DURING THE CORONAVIRUS OUTBREAK	88836130	LLC	T-shirts	Class 25	1a	Live	16-Mar-20	Merchandising & Promotional Products
CORONAVIRUS INFECTED	88836107	LLC	T-shirts	Class 25	1a	Live	16-Mar-20	Merchandising & Promotional Products
CORONAVIRUS OUTBREAK	88836098	LLC	T-shirts	Class 25	1a	Live	16-Mar-20	Merchandising & Promotional Products
CORONAVIRUS SURVIVOR	88836091	LLC	T-shirts	Class 25	1a	Live	16-Mar-20	Merchandising & Promotional Products
CORONAVIRUS TAX AMNESTY PROGRAM	88836456	LLC	Tax and taxation planning, advice, information and consultancy services	Class 35	1a	Live	16-Mar-20	Unrelated Products
I SURVIVED CORONAVIRUS 2020	88834136	Individual	Athletic apparel, namely, shirts, pants, jackets, footwear, hats and caps, athletic uniforms	Class 25	1b	Live	13-Mar-20	Merchandising & Promotional Products

I SURVIVED THE CORONAVIRUS 2020	88834081	Individual	Clothing, namely, hats, shirts, scarves and socks	Class 25	1b	Live	13-Mar-20	Merchandising & Promotional Products
I BEAT THE CORONAVIRUS	88833726	Individual	Tops as clothing	Class 25	1b	Live	13-Mar-20	Merchandising & Promotional Products
I SURVIVED CORONAVIRUS	88834103	LLC	T-shirts; Beanies; Crew neck sweaters; Crew necks; Footwear; Graphic T-shirts; Hats; Headwear, namely, hats; Hooded sweat-shirts; Hoodies; Jackets; Pants; Shorts; Socks; Sport coats; Sweat jackets; Sweaters; Swimwear; Tank tops; Underwear; Vests; Winter coats	Class 25	1a	Live	13-Mar-20	Merchandising & Promotional Products
I SURVIVED THE CORONAVIRUS 2020	88832683	Individual	* All types of clothing	Class 25	1b	Live	12-Mar-20	Merchandising & Promotional Products
I SURVIVED CORONAVIRUS	88831181	Individual	Clothing, namely, shirts, hoodies, sleeves	Class 25	Basis Not Found	Live	11-Mar-20	Merchandising & Promotional Products
CORONAVIRUS SURVIVOR	88830548	Individual	Hats; Shirts; Shirts and short-sleeved shirts; Shorts; Socks; Athletic shorts; Baseball caps and hats; Boxer shorts; Graphic T-shirts; Long-sleeved shirts; Short-sleeved shirts; Sweat shirts; T-shirts; Tee-shirts; Buttons; Campaign buttons; Novelty buttons	Class 25 Class 26	1b	Live	11-Mar-20	Merchandising & Promotional Products
COVID 19	88826872	LLC	T-shirts	Class 25	1a	Live	9-Mar-20	Merchandising & Promotional Products
CORONAVIRUS	88790444	LLC	Prerecorded audio cassettes featuring music and record albums; Prerecorded audio tapes featuring music and record albums; Headwear; T-shirts; Entertainment services in the nature of live vocal performances by a musical and vocal group	Class 4 Class 25 Class 9	1b	Live	9-Feb-20	Unrelated Products
CORONAVIRUS SURVIVAL GUIDE	88783939	LLC	Magazines in the field of survival, protection, medicine and pandemics	Class 16	1b	Live	4-Feb-20	Medical & Pandemic-Related Products

**Trademark Applications Including the Term “Quarantine”
Recorded in the TESS as of 12/31/2020**

Trademark Application	Serial #	Filing Entity	Goods/Services	International Class	Basis of Filing (Lanham Act)	Live/Dead	Date of Filing (Reverse Chronological Order)	Type of Activity
QUARANTINE TALKS	90420667	LLC	* Audio mastery and cinematography services	Class 41	1a	Live	28-Dec-20	Unrelated Products
QUARANTINE FRANCINE	90339416	LLC	Children's books; Picture books; Children's books and dolls sold as a unit; Children's interactive educational books; Series of children's books; Story books	Class 16	1a	Live	24-Nov-20	Unrelated Products
QUARANTINE GUITAR WORKS	90273128	Sole Proprietorship	Musical instruments such as guitars	Class 15	1b	Live	22-Oct-20	Unrelated Products
ESCAPE QUARANTINE	90202601	LLC	Card games	Class 28	1a	Live	23-Sep	Unrelated Products
MY QUARANTINE DOG	90181195	Individual	Pet supply e-commerce store	Class 35	1b	Live	15-Sep-20	Unrelated Products
QUARANTINE EFFECTS	90175623	Corporation	Audio amplifiers; Guitar effects processors; Electronic effects pedals for use with musical instruments	Class 9	1b	Live	11-Sep-20	Unrelated Products
COUPLES QUARANTINE	90171381	Individual	Education services, namely, providing on-line training and downloadable resources in the field of relationship communication development	Class 41	1a	Live	10-Sep-20	Unrelated Products
QL	90121250	LLC	Clothing, namely, t-shirts, sweatshirts, sweatpants, sweatsuits, hats, beanies, hoodies, jackets, shorts, leggings, headbands, bandanas, socks, slippers, gloves, sports bras, head sweatbands, face coverings, namely, knit face masks, cloth face masks	Class 25	1b	Live	18-Aug-20	Merchandising & Promotional Products
QUARANTINELIFE SHOP	90121266	LLC	* On-line retail store services featuring apparel and other products, including cleaning products and protective clothing and shoes	Class 35	1b	Live	18-Aug-20	Unrelated Products
FACES OF QUARANTINE	90098041	Individual	Etchings; Prints; Art pictures; Graphic art prints; Graphic fine art prints; Art pictures on canvas; Art prints on canvas; Framed art pictures; Original art pictures on canvas	Class 16	1a	Live	6-Aug-20	Unrelated Products
THE QUARANTINE WIFE	90097234	Individual	Wine; Alcoholic beverages except beers	Class 33	1b	Live	6-Aug-20	Unrelated Products
QUARANTINE VIBEZ	90054466	Individual	Liqueurs containing alcoholic drink composed of distilled spirits and additional flavorings such as sugar, fruits and herbs	Class 33	1b	Live	15-Jul-20	Unrelated Products
QUARANTINE RACISM	90040523	Individual	Cell phone covers; License plate frames; Back packs; Coffee mugs	Class 9 Class 12 Class 18 Class 21	1b	Live	7-Jul-20	Merchandising & Promotional Products
QUARANTINE DREAM	90037076	LLC	Beer	Class 32	1b	Live	6-Jul-20	Unrelated Products

QUARANTINE KIT	90036539	Individual	Candles; Candle-making kits; Aromatherapy fragrance candles; Perfumed candles; Scented candles; Scented wax for use in candle warmers; Votive candles	Class 4	1a	Live	6-Jul-20	Unrelated Products
QUARANTINE RACISM	90030720	Individual	Face covers being sanitary masks for protection against viral infection	Class 10	1a	Live	1-Jul-20	Merchandising & Promotional Products
QUARANTINE RACISM	90031783	Individual	Hoodies; T-shirts for Men, Women, Children	Class 25	1b	Live	1-Jul-20	Merchandising & Promotional Products
QUARANTINE ENTERTAINMENT	90031681	Individual	Cinema theatres; Motion picture theatres; Movie theatres	Class 41	No Legal Basis Listed	Live	1-Jul-20	Unrelated Products
QUARANTINE UNIVERSITY	90020567	Individual	Footwear; Headwear; Undergarments; Bottoms as clothing; Tops as clothing	Class 25	1a	Live	25-Jun-20	Merchandising & Promotional Products
THE QUARANTINE SLIDE	90010466	Individual	Digital media, namely, pre-recorded DVDs, downloadable audio and video recordings, and CDs featuring and promoting music; Beanies; Hats; Pants; Shorts; Sweatpants; Sweatshirts; Hoodies; T-shirts; Tank tops; Entertainment in the nature of dance performances	Class 9 Class 25 Class 41	1b	Live	19-Jun-20	Unrelated Products
QUARANTINGALES	88961148	Individual	Entertainment services in the nature of live vocal performances by QUARANTINGALES; Entertainment services in the nature of presenting live musical performances; Entertainment services, namely, the presentation of live Christmas musical productions	Class 41	1b	Live	11-Jun-20	Unrelated Products
KITCHEN QUARANTINE	88957297	Societă a Responsabilită Limitată (LLC)	* Food, beverage, alcohol/bar services, photography	Class 29 Class 30 Class 32 Class 41 Class 43	44d	Live	10-Jun-20	Unrelated Products
QUARANTINE COVID	88958537	Corporation	* Safety and life-saving equipment, namely, PPE masks, respirators, and other accessories and clothing for medical purposes; online non-downloadable training videos for proper use of personal protective equipment, including OSHA compliance, state regulatory compliance	Class 9 Class 10 Class 41	1b	Live	10-Jun-20	Medical & Pandemic-Related Products
REAL HOUSE HUSBANDS OF QUARANTINE	88949040	Individual	Entertainment information; Entertainment media production services for the internet; Entertainment services, namely, multimedia production services; Film and video production	Class 41	1b	Live	4-Jun-20	Unrelated Products
SURVIVING QUARANTINE	88946809	Individual	Card games; Playing cards and card games; Tabletop games	Class 28	1b	Live	3-Jun-20	Unrelated Products

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QUARANTINE CLEAN	88942320	LLC	* Antibacterial and sanitizing products	Class 5	1b	Live	1-Jun-20	Medical & Pandemic- Related Products
DJ KOPEC QUARANTINE DANCE PARTY	88939662	LLC	* Entertainment services, including audio and video performances and live music concerts; arranging and conducting entertainment, including disc jockey and master os ceremony services	Class 41	1a	Live	29-May-20	Unrelated Products
POST QUARANTINE STRESS SYNDROME	88938192	Corporation	* Providing temporary use of on-line and non-down-loadable software for ensuring the security of electronic mail and other applications	Class 44	1a	Live	28-May-20	Medical & Pandemic- Related Products
QUARANTINE & CREAM	88932590	Individual	Body cream; Hair care creams	Class 3	1b	Live	26-May-20	Unrelated Products
QUARAN-TEA	88931186	Individual	Providing photographs of suggested Afternoon quarantine options for individuals under quarantine. A daily re-affirmation of our community connectedness	Class 41	1b	Live	24-May-20	Unrelated Products
QUARANTINE GAMING	88931099	Individual	* Providing on-line videos and programs	Class 41	1a	Live	24-May-20	Unrelated Products
QUARANTINE MACHINE	88927723	Corporation	Beer	Class 32	1a	Live	21-May-20	Unrelated Business
QT BEAR	88923873	LLC	Stuffed toy bears	Class 28	1a	Live	19-May-20	Unrelated Products
WHY JUST QUARANTINE WHEN YOU CAN QUARANTONE?	88912632	Individual	Hoodies; T-shirts; Tank tops; Physical fitness instruction	Class 25 Class 41	1a	Live	12-May-20	Merchandising & Promotional Products
THE LOVE KING QUARANTINE	88910827	LLC	T-shirts; Entertainment services, namely, an ongoing series featuring singer, Raheem DeV Vaughn performing and curating playlists provided through online social media platforms; Entertainment services, namely, providing non downloadable online podcasts in the field of Hip-Hop and R and B featuring and inspired by singer, Raheem DeV Vaughn	Class 25 Class 41	1b	Live	11-May-20	Unrelated Products
QUARANTINE TALES	88907625	Individual	Production of podcasts	Class 41	No Legal Basis Listed	Live	8-May-20	Unrelated Products
QUARANTINE OLYMPICS	88904767	Individual	Online internet viral event. Shirts, shorts, mugs, clothing, etc	Class 25	1b	Dead	7-May-20	Merchandising & Promotional Products
QUARANTINE 2020	88904796	Individual	Shirts, mugs, hats other clothing	Class 25	1b	Live	7-May-20	Merchandising & Promotional Products
A QUARANTINE PRODUCTION	88905637	Individual	* Advertising services and entertainment services	Class 35 Class 41	1b	Live	7-May-20	Unrelated Products
LIFE AFTER QUARANTINE	88901002	Individual	* Various promotional products, including magnet, stickers and sticker albums; bumper stickers; various apparel	Class 9 Class 16 Class 25	1b	Live	5-May-20	Merchandising & Promotional Products
QUARANTINE 15	88899088	LLC	Providing weight loss program services	Class 44	1a	Live	4-May-20	Unrelated Products
YOU CANT QUARANTINE LOVE	88897877	Corporation	Charitable fundraising services by means of selling goods to raise funds	Class 36	1b	Live	1-May-20	Unrelated Products
MY QUARANTINE LIVE	88896452	LLC	Online entertainment, social media, and retail services	Class 41	1a	Live	1-May-20	Unrelated Products

MADE IN QUARANTINE	88893507	Individual	Women's clothing, namely, shirts, dresses, skirts, blouses	Class 25	1b	Live	29-Apr-20	Merchandising & Promotional Products
QUARANTINITIES	88893324	Individual	Merchandise	Class 25	1a	Live	29-Apr-20	Merchandising & Promotional Products
MADE IN QUARANTINE	88887352	Individual	Baby bodysuits; Maternity clothing, namely, women; Bibs for babies, sleeved, not of paper; Hats for infants, babies, toddlers and children; Short-sleeved or long-sleeved-shirts	Class 25	1b	Live	24-Apr-20	Merchandising & Promotional Products
QUARAN-TEEN	88883902	Individual	T-shirts; Baseball caps and hats	Class 25	1b	Live	23-Apr-20	Merchandising & Promotional Products
STRAIGHT OUTTA QUARANTINE	88885449	LLC	Tops as clothing; Shirts; T shirts; Hoodies; Hats; Baseball caps; Jackets; Bodysuits	Class 25	1b	Live	23-Apr-20	Merchandising & Promotional Products
KIDS CAMP QUARANTINE	88885238	Corporation	* Apparel; television programs and distributions of television programs, and entertainment services	Class 25 Class 41	1b	Live	23-Apr-20	Unrelated Products
KUARANTINE	88884146	Corporation	* Various entertainment services	Class 41	1b	Live	23-Apr-20	Unrelated Products
WILL YOU BE MY QUARANTINE?	88883646	Individual	Providing on-line videos featuring entertainment, dating, popular culture and current events, not downloadable	Class 41	1a	Live	23-Apr-20	Unrelated Products
QUARANTINE-MUSIC	88882289	Individual	Musical recordings	Class 9	1b	Live	22-Apr-20	Unrelated Products
A.Q. AFTER QUARANTINE	88881476	Individual	* All types of clothing/apparel	Class 25	1b	Live	21-Apr-20	Merchandising & Promotional Products
QUARANTINE WHISKEY	88881129	LLC	Hats	Class 25	1b	Live	21-Apr-20	Merchandising & Promotional Products
QUARAN-TEE	88881063	Sole Proprietorship	Clothing, namely, a turtleneck shirt or a t-shirt incorporating a non-medical respiratory mask filter in the neck portion which can be pulled up to cover the nose and mouth	Class 25	1b	Live	21-Apr-20	Merchandising & Promotional Products
QUARANTINE QUEEN	88880087	Individual	Entertainment, namely, a continuing comedy show broadcast over internet	Class 41	1b	Live	21-Apr-20	Unrelated Products
QUARANTINE & BUILD	88881142	LLC	Training courses in strategic planning relating to advertising, promotion, marketing and business	Class 41	1a	Live	21-Apr-20	Unrelated Products
QUARANTINE	88877964	LLC	Wine	Class 33	1a	Live	19-Apr-20	Unrelated Products
QUARANTINE	88876311	Individual	* All types of medical masks	Class 10	1b	Live	17-Apr-20	Medical & Pandemic- Related Products
I SURVIVED THE CORONAVIRUS QUARANTINE 2020	88875908	Individual	T-shirts	Class 25	1b	Live	17-Apr-20	Merchandising & Promotional Products
UNDER QUEERANTINE	88875476	Individual	* All types of clothing/apparel	Class 25	1b	Live	16-Apr-20	Merchandising & Promotional Products
QUARANTINE	88872673	Individual	* All types of clothing/apparel	Class 25	1b	Live	15-Apr-20	Merchandising & Promotional Products
I SURVIVED QUARANTINE	88872686	Individual	* All types of clothing/apparel	Class 25	1b	Live	15-Apr-20	Merchandising & Promotional Products

QUARANTINE WINE CLUB	88870056	LLC	Administering a wine club by means of selecting wines based on consumer expectations and arranging periodic shipment to club members; Administering a wine club by means of selecting said goods based on consumer expectations and arranging periodic shipment to club members	Class 35	1a	Live	13-Apr-20	Unrelated Products
QUARANTINE STREAM LIVE	88868940	Corporation	* Streaming of live and pre-recorded audio, audio-visual and multimedia content via the internet; Entertainment and Production services of live or pre-recorded audio, audio-visual and multimedia content, transmitted via streaming on the internet	Class 38 Class 41	1b	Live	13-Apr-20	Unrelated Products
QUARANTINE RADIO	88867437	LLC	Clothing; headwear	Class 25	1b	Live	10-Apr-20	Merchandising & Promotional Products
QUARANTINE RADIO	88867408	LLC	Entertainment services in the nature of a continuing program series	Class 41	1a	Live	10-Apr-20	Unrelated Products
QUARANTINECRAZY	88866084	Individual	Hats, Hoodies, Shirts, Sweatshirts, T-Shirts	Class 25	1b	Live	9-Apr-20	Merchandising & Promotional Products
QUARANTINE LOUNGE	88864353	Individual	* Karaoke lounge services; Restaurant, bar and similar services	Class 41 Class 43	1b	Live	8-Apr-20	Unrelated Products
QUARANTINE & CHILL	88863111	Individual	My trademark slogan will be put on goods that will be sold online. Hats, t-shirts, memes, posters, etc	Class 42	1b	Live	7-Apr-20	Merchandising & Promotional Products
I SURVIVED QUARANTINE	88859835	Individual	* Custom imprinting on clothing and merchandise	Class 40	1b	Live	4-Apr-20	Merchandising & Promotional Products
CANT QUARANTINE RESULTS	88858673	Corporation	Clothing, namely, shirts, sweatshirts, shorts, pants, wristbands, headbands and hats; Athletic training in the nature of personal fitness training services	Class 25 Class 41	1b	Live	3-Apr-20	Merchandising & Promotional Products
QUARANTINE RESULTS	88858627	Corporation	Clothing, namely, shirts, sweatshirts, shorts, pants, wristbands, headbands and hats; Athletic training in the nature of personal fitness training services	Class 25 Class 41	1b	Live	3-Apr-20	Merchandising & Promotional Products
QUARANTINE	88858677	Individual	* Custom imprinting on clothing and merchandise	Class 40	1b	Live	3-Apr-20	Merchandising & Promotional Products
QUARANTINE	88857244	Individual	Event merchandise encompassing wearables, headwear, mugs, and related products	Class 25	1a	Live	2-Apr-20	Merchandising & Promotional Products
QUARANTOILET	88856898	Corporation	Equipment sold as a unit for playing tossing games	Class 28	1b	Live	2-Apr-20	Unrelated Products
QUARANTINE TENNIS	88857154	Individual	Tennis instruction; Providing sports information in the field of tennis; Providing sports news in the field of tennis	Class 41	1b	Live	2-Apr-20	Unrelated Products

QUARANTINE BABY	88854108	Individual	Clothing for babies, toddlers and children, treated with fire and heat retardants, namely, pajamas, jackets, shirts, pants, jumpers; Shirts for babies and children; T-shirts for babies and children; Tops as clothing for babies and children	Class 25	1b	Live	31-Mar-20	Merchandising & Promotional Products
QUARANTINE KARAOKE	88851655	LLC	T-shirts; Hats	Class 25	1b	Live	28-Mar-20	Merchandising & Promotional Products
ASK ME ABOUT QUARANTINE CUISINE	88851413	Corporation	T-shirts	Class 25	1a	Live	28-Mar-20	Merchandising & Promotional Products
OCCUPY QUARANTINE	88851642	Individual	Internet radio broadcasting services; Internet radio services, namely, transmission of audio material via the internet	Class 38	1b	Live	28-Mar-20	Unrelated Products
ASK ME ABOUT QUARANTINE CUISINE	88851421	Corporation	Restaurant and bar services, including restaurant carry-out services	Class 43	1b	Live	28-Mar-20	Unrelated Products
QUARANTINI	88849721	Corporation	* Printed materials "featuring Quarantini lifestyle during a quarantined period of time", including online goods and also including DVDs	Class 16	No Legal Basis Listed	Live	27-Mar-20	Unrelated Products
THE QUARANTINE KID	88850925	Corporation	* All types of baby and children clothing/apparel	Class 25	1b	Live	27-Mar-20	Merchandising & Promotional Products
VINO QUARANTINO	88851263	Individual	Wine	Class 33	1b	Live	27-Mar-20	Unrelated Products
QUARANTINE SPIRITS	88850789	LLC	Alcoholic beverages, except beer; Alcoholic fruit beverages; Bourbon; Bourbon whiskey; Champagne; Fruit extracts, alcoholic; Mezcal; Pre-mixed alcoholic beverages, other than beer-based; Red wine; Red wines; Rose wines; Rum; Scotch; Vodka; Whiskey; Whiskey spirits; White wines; Wine	Class 33	1b	Live	27-Mar-20	Unrelated Products
QUARANTINE	88850906	LLC	Alcoholic beverages, except beer; Blended spirits; Bourbon; Bourbon whiskey; Champagne; Rose wines; Rum; Scotch; Spirits; Vodka; Whiskey; White wine; Wine; Wines and liqueurs	Class 33	1b	Live	27-Mar-20	Unrelated Products
QUARANTINE QUARTET	88850076	Individual	Entertainment services in the nature of live musical performances; Entertainment services, namely, providing non downloadable playback of music via global communications networks	Class 41	1b	Live	27-Mar-20	Unrelated Products
CLUB QUARANTINE	88847881	Individual	Tee shirts	Class 25	1b	Live	25-Mar-20	Merchandising & Promotional Products
QUARANT	88847132	Individual	Short-sleeved or long-sleeved shirts; Shorts; Sweatshirts; Pants; Headbands; Gloves; Scarves; Hats; Baseball caps	Class 25	1a	Live	25-Mar-20	Merchandising & Promotional Products

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IF YOU CAN READ THIS, YOU ARE TOO CLOSE QUARANT-SHIRT	88847140	Individual	Short-sleeved or long-sleeved-shirts; Shirts; Sweatshirts; Pants; Headbands; Gloves; Scarves; Hats; Baseball caps	Class 25	1a	Live	25-Mar-20	Merchandising & Promotional Products
QUARANTINE VALENTINE	88847119	LLC	Entertainment services in the nature of an on-going reality television series	Class 41	1b	Live	25-Mar-20	Unrelated Products
CLUB QUARANTINE	88843483	Corporation	(Based on Intent to Use) Hats; Shirts; Shirts and short-sleeved shirts; Sweat shirts; T-shirts; (Based on Use in Commerce) Dance club services; Entertainment services, namely, conducting parties; Entertainment services, namely, providing virtual environments in which users can interact for recreational, leisure or entertainment purposes	Class 25 Class 41	1a, 1b	Live	22-Mar-20	Merchandising & Promotional Products
QUARANTINE CONCERT SERIES	88843410	Individual	Production of live performance content, transmitted via streaming; audio-video, audio-only, and/or video-only either free of charge, pay-per-view, or on demand, with viewer interactive features and functionality	Class 41	1b	Live	22-Mar-20	Unrelated Products
OCCUPY QUARANTINE	88843421	Individual	Environmental services, namely, design for others in the field of environmental engineering; Interior design services; Urban design planning services	Class 42	1b	Live	22-Mar-20	Unrelated Products
QUARANTINE	88841074	LLC	Beer	Class 32	1b	Live	19-Mar-20	Unrelated Products
QUARANTINE KITCHEN	88841336 Registration #6204163	Individual	Educational and entertainment services, namely, a continuing program about recipes, cooking, baking, restaurants, nutrition, diet, lifestyle, beverages, nutrition and quarantine related activities accessible by computer networks	Class 41	1a	Live	19-Mar-20	Unrelated Products
SUN QUARANTINE	88840711	LLC	Hotels	Class 43	1a	Live	19-Mar-20	Unrelated Products
QUARANTINE MADNESS	88837956	LLC	Creating an on-line community for virtual sporting bracket for the purpose of entertainment	Class 42	1b	Dead	17-Mar-20	Unrelated Products
QUARANTINE	88833012	LLC	Card games; Tabletop games	Class 28	1b	Live	13-Mar-20	Unrelated Products
HAVE A NICE QUARANTINE!	88832841	LLC	Graphic T-shirts	Class 25	1a	Live	12-Mar-20	Merchandising & Promotional Products
QUARXANTINE	88786745	Corporation	* Downloadable supply chain management software	Class 9	1b	Live	5-Feb-20	Unrelated Products
COMMERCIAL QUARANTINE	88506801	Corporation	* Unclear/Absent description of Goods/Services	Class 35	1b	Dead	10-Jul-19	Unrelated Products
QUARANTINE	88090704	LLC	Radiation shields for electronic products	Class 9	1b	Dead	23-Aug-18	Unrelated Products
QUARANTINE	87848940	LLC	Beer	Class 32	1a	Dead	25-Mar-18	Unrelated Products
QUARANTINE	87243616 Registration #5257952	Corporation	Dietary and nutritional supplements	Class 5	1a	Live	21-Nov-16	Unrelated Products

SMART QUARANTINE	87071832 Registration #5139230	LLC	Virus and spam protection feature of an email messaging service; Computer messaging protection services, namely, on-line virus and spam scanning, quarantine and digital disaster recovery services for e-mail	Class 38 Class 42	1a	Live	15-Jun-16	Unrelated Products
ZIXQUARANTINE	86950541 Registration #5125811	Corporation	* Electronic mail and secure messaging services; electronic messaging services related to the management, authorization, and review of quarantined messages and other related services	Class 38	1a	Live	23-Mar-16	Unrelated Products
ZIXQUARANTINE	86950543 Registration #5125812	Corporation	* Providing temporary use of on-line and non-downloadable software for ensuring the security of electronic mail and other applications	Class 42	1a	Live	23-Mar-16	Unrelated Products
ZIXQUARANTINE	86950538 Registration #5215051	Corporation	* Computer software	Class 9	1a	Live	23-Mar-16	Unrelated Products
MANHATTAN QUARANTINE	86408271	Individual	* Computer games and software related to computers	Class 9	1b	Dead	29-Sep-14	Unrelated Products
QUARANTINE	86143169	Corporation	Protective eyeglasses; Protective eyewear; Protective eyewear and component parts thereof; Protective glasses; Safety eyewear	Class 9	1b	Dead	13-Dec-13	Unrelated Products
QUARANTINE	85670897 Registration #4422796	Individual	Entertainment services in the nature of live musical performances; entertainment, namely, live performances by a musical band	Class 41	1a	Dead	6-Jul-12	Unrelated Products
VITAL QUARANTINE	85292112 Registration #4276404	Corporation	* Computer software providing statistical analysis	Class 9 Class 42	1a	Dead	11-Apr-11	Unrelated Products
IDENTITY QUARANTINE	77560726 Registration #3628683	Individual	Financial services, namely, financial advice and consultancy services, debt management consultation and counseling services, credit repair and restoration	Class 36	1a	Dead	2-Sep-08	Unrelated Products
QUARANTINE	77293906	LLC	* Various computer game software; Entertainment services, including providing an on-line computer games	Class 9 Class 41	1b	Dead	2-Oct-07	Unrelated Products
SKYROCKETING HEALTHCARE COSTS NOW UNDER QUARANTINE	78745087 Registration #3224399	Corporation	Medical care management, namely, disease management services	Class 44	1a	Dead	2-Nov-05	Medical & Pandemic- Related Products
SAFE QUARANTINE	78372454	Corporation	Computer hardware; computer software for the prevention of illegitimate network traffic	Class 9	1b	Dead	23-Feb-04	Unrelated Products
QUARANTINE	76566019	Individual	* Computer hardware and software	Class 9	1b	Dead	9-Dec-03	Unrelated Products
DOT HACK QUARANTINE	78218373	Corporation	Video game cartridges, cassettes and disks	Class 9	1b	Dead	24-Feb-03	Unrelated Products

QUARANTINE	74480639 Registration #1897061	Corporation	Toys; namely, computer game programs, cartridges, cassettes, and tapes	Class 28	1a	Dead	19-Jan-94	Unrelated Products
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**Trademark Applications Including the Terms “Social Distancing”
Recorded in the TESS as of 12/31/2020**

Trademark Application	Serial #	Filing Entity	Goods/Services	International Class	Basis of Filing (Lanham Act)	Live/Dead	Date of Filing (Reverse Chronological Order)	Type of Activity
"OH SO SOCIAL" THE OSS SOCIETY DISTANCING	90278208	Corporation	Promoting awareness of the history of the OSS and the importance of strategic intelligence special ops to US national security	Class 35	1a	Live	26-Oct-20	Unrelated Products
"OH SO SOCIAL" OSS DISTANCING	90272199	Corporation	Promoting awareness of the history of the OSS and the importance of strategic intelligence special ops to US national security	Class 35	1a	Live	22-Oct-20	Unrelated Products
SOCIAL DISTANCING OFFICER	90252330	Individual	Apparel used to identify a social distancing officer	Class 25	1b	Live	13-Oct-20	Merchandising & Promotional Products
SOCIAL DISTANCING SOCIAL CLUB	90210314	LLC	Hats, T-Shirts, Hoodies, Tank Tops, Sweatshirts, Shorts, Pants; Travel Trailers, 5th Wheel Trailers, Cabins, Containers, Tiny Homes, and Auxiliary Dwelling Units	Class 25 Class 43	1b	Live	25-Sep-20	Merchandising & Promotional Products
WORLD'S FIRST HALLOWEEN SOCIAL DISTANCING TOOL	90157991	LLC	Costumes for use in children's dress up play; Costumes for use in role-playing games; Cosplay costumes; Halloween costumes; Halloween costumes and masks sold in connection therewith; Masquerade costumes; Masquerade costumes and masks sold in connection therewith	Class 25	1b	Live	3-Sep-20	Merchandising & Promotional Products
PHYSICAL DISTANCING FOR A SOCIAL WORLD	90124290	Corporation	* Social distancing wearables; contact tracing wearables; wearable electronic devices to monitor the physical distance between people	Class 9	1b	Live	22-Aug-20	Medical & Pandemic-Related Products
SOCIAL DISTANCING	90096159	Limited Company (Ltd)	* Various types of cups, cleaning supplies, and household utensils	Class 21	1a	Live	6-Aug-20	Merchandising & Promotional Products
I'M NOT SOCIAL DISTANCING	90092855	LLC	Footwear; Headwear; Socks; Undergarments; Bottoms as clothing; Tops as clothing	Class 25	1b	Live	4-Aug-20	Merchandising & Promotional Products
BE SOCIAL WHILE DISTANCING	90081378	LLC	Sanitary Masks for virus isolation purposes	Class 10	1b	Live	29-Jul-20	Medical & Pandemic-Related Products
STOP LIGHT SOCIAL DISTANCING	90073928	LLC	Rubber or silicone wristbands in the nature of a bracelet	Class 14	1a	Live	26-Jul-20	Unrelated Products

SOCIAL DISTANCING SPREAD DA WORD NOT DA VIRUS	90061141	LLC	Coats; hats; headbands; pants; shirts; shorts; skirts; socks; sweaters; undergarments; underwear; tank tops; wristbands as clothing	Class 25	1b	Live	20-Jul-20	Unrelated Products
PLEASE DON'T LOOK AT ME . . . FM SOCIAL DISTANCING	90027092	Individual	Athletic apparel, namely, shirts, pants, jackets, footwear, hats and caps, athletic uniforms	Class 25	No Legal Basis Listed	Live	29-Jun-20	Merchandising & Promotional Products
SOCIAL DISTANCING	90012856	LLC	* Software for mobile devices for integrating electronic data to determine the distance between mobile users; software for mobile devices for integrating electronic data to determine the distance between mobile user and a device	Class 9	1a	Live	22-Jun-20	Medical & Pandemic- Related Products
PHMPSD PLEASE HELP ME PRACTICE SOCIAL DISTANCING	90000231	LLC	Shirts; Apparel for dancers, namely, tee shirts, sweatshirts, pants, leggings, shorts and jackets; Shirts for infants, babies, toddlers and children; Athletic apparel, namely, shirts, pants, jackets, footwear, hats and caps, athletic uniforms; Graphic T-shirts	Class 25	1b	Live	13-Jun-20	Merchandising & Promotional Products
SOCIAL DISTANCING	88953002	Corporation	Cleaning preparations	Class 3	1a	Live	8-Jun-20	Medical & Pandemic- Related Products
HUNTING IS SOCIAL DISTANCING	88953718	Corporation	Clothing, namely, shirts, short-sleeved shirts, hunting shirts and hooded sweatshirts; and Headwear, namely, caps being headwear, sports caps and hats	Class 25	1a	Live	8-Jun-20	Merchandising & Promotional Products
SOCIAL DISTANCING	88951227	Corporation	Personal security alarms	Class 9	1a	Live	6-Jun-20	Unrelated Products
SOCIAL DISTANCING	88944901	Individual	Clothing	Class 25	1b	Live	2-Jun-20	Merchandising & Promotional Products
THANKS FOR PRACTICING SOCIAL DISTANCING	88942934	LLC	Decals	Class 16	1a	Live	2-Jun-20	Merchandising & Promotional Products
SOCIAL DISTANCING SOCIAL CLUB	88942998	LTD (categorized as LLC)	* Various items for adult entertainment, respiratory and sanitary masks, white noise machines; etc	Class 10	1a	Live	2-Jun-20	Unrelated Products
I'LL BE SOCIAL DISTANCING IN THE BACKCOUNTRY	88941482	Individual	T-shirts; T-shirts for babies, adults, men, women, children; Graphic T-shirts; Short-sleeved or long-sleeved t-shirts	Class 25	1a	Live	31-May-20	Merchandising & Promotional Products
HAPPY SOCIAL DISTANCING	88926348	Individual	Protective face masks not for medical purposes	Class 9	1b	Live	20-May-20	Medical & Pandemic- Related Products
SOCIAL DISTANCING	88923891	Sole Proprietorship	Beverages to include spirits, beer and malt liquor	Class 32	1b	Live	19-May-20	Unrelated Products
SOCIAL DISTANCING	88919205	Individual	* Various exercise equipment for physical fitness purposes; *Providing various fitness programs and trainings, including personal training	Class 28 Class 41	1b	Live	16-May-20	Unrelated Products
PLEASE STAY ONE APART SOCIAL DISTANCING REQUIRED	88913804 Registration #635667	individual	Signage, namely, printed paper signs, laminated printed paper signs, and stickers	Class 9	1a	Live	13-May-20	Merchandising & Promotional Products

PLEASE PRACTICE SOCIAL DISTANCING & GET OFF MY ASS!	88906330	Individual	Bumper stickers, Stickers	Class 16	1a	Live	8-May-20	Merchandising & Promotional Products
WE DIDN'T CREATE SOCIAL DISTANCING. WE'RE CREATING SOCIAL-DISTANCE.	88901518	Corporation	Free-standing panel units for exhibitions, displays and partitioning	Class 20	1a	Live	5-May-20	Unrelated Products
SOCIAL DISTANCING STAND BEHIND IT	88897667	Individual	Adhesive tape for industrial and commercial use; Duct tape; Pavement marking tape	Class 17	1b	Live	1-May-20	Unrelated Products
SOCAL DISTANCING CLOTHING COMPANY	88892960	Individual	Apparel, stickers, coffee cups	Class 25	1a	Live	29-Apr-20	Merchandising & Promotional Products
SOCIAL DISTANCING SINCE	88884358	Individual	Clothing, namely, shirts, t-shirts, sweatshirts, hooded sweatshirts, bandanas, and knit face masks	Class 25	1b	Live	23-Apr-20	Merchandising & Promotional Products
PRACTICE SOCIAL DISTANCING	88882357	LLC	Clothing, namely, shirts, hoodies, accessories, and other apparel	Class 25	1a	Live	22-Apr-20	Merchandising & Promotional Products
THE GAME OF SOCIAL DISTANCING	88881605	Individual	Board games	Class 28	1b	Live	21-Apr-20	Unrelated Products
I SURVIVED SOCIAL DISTANCING	88873247	Individual	* All types of apparel	Class 25	1b	Live	15-Apr-20	Merchandising & Promotional Products
#SOCIALDISTANCING	88873301	Individual	* All types of apparel	Class 25	1b	Live	15-Apr-20	Merchandising & Promotional Products
SOCIAL DISTANCING MASK	88869330	Corporation	Protective face masks not for medical purposes	Class 9	1a	Live	13-Apr-20	Medical & Pandemic-Related Products
ANTI-SOCIAL DISTANCING	88869375	Individual	Digital signage; Electronic displays, namely, digital signage; Stationery; Writing implements; Cups; Printed fabric signage panels; Athletic apparel, namely, shirts, pants, jackets, footwear, hats and caps, athletic uniforms	Class 9 Class 16 Class 21 Class 24 Class 25	1b	Live	13-Apr-20	Merchandising & Promotional Products
SOCIAL DISTANCING APP	88869826	LLC	Software development	Class 42	1b	Live	13-Apr-20	Unrelated Products
SOCIAL DISTANCING INDICATOR	88867736	Individual	* Face-protection shields, lenses for protective shields, and other protective shields for the workplace	Class 9 Class 10	1b	Live	10-Apr-20	Medical & Pandemic-Related Products
SOCIAL DISTANCING DEVICE	88865720	LLC	Electrical and scientific apparatus; application program of smart phones and other mobile devices; distancing device	Class 9	1b	Live	10-Apr-20	Medical & Pandemic-Related Products
ESD EXTREME SOCIAL DISTANCING	88866459	Individual	Would be used with photos of outdoors sports	Class 25	1b	Live	9-Apr-20	Unrelated Products
SOCIAL DISTANCING	88864329	Individual	Social media, blogs, videos, books, internet and educational and entertainment purposes	Class 41	1b	Live	8-Apr-20	Unrelated Products
I LOVE SOCIAL DISTANCING	88862644	individual	Bumper stickers	Class 16	1b	Live	7-Apr-20	Merchandising & Promotional Products
#SOCIALDISTANCING	88855664	Individual	* All types of apparel	Class 40	1b	Live	1-Apr-20	Merchandising & Promotional Products
I SURVIVED SOCIAL DISTANCING	88855992	Individual	* All types of apparel	Class 40	1b	Live	1-Apr-20	Merchandising & Promotional Products
SOCIAL DISTANCING	88855555	Corporation	Wine	Class 33	1b	Live	1-Apr-20	Unrelated Products

START PRACTICING SOCIAL DISTANCING	88853880	Individual	Footwear: Hats; Pants; T-shirts	Class 25	1a	Live	31-Mar-20	Merchandising & Promotional Products
SOCIAL DISTANCING CLUB	88852757	LLC	* Retail store services featuring a wide variety of consumer goods, including online retail stores	Class 35	1a	Live	30-Mar-20	Merchandising & Promotional Products
SOCIAL DISTANCING CLUB	88851730	Corporation	Crop-tops, Hats, Hoodies, Jeans, Long-sleeved shirts, Shorts, Sweatshirts, T-shirts, Tank tops	Class 25	1b	Live	29-Mar-20	Merchandising & Promotional Products
SOCIAL MEDIA DISTANCING	88851846	Individual	T-shirts	Class 35	1b	Live	29-Mar-20	Merchandising & Promotional Products
SOCIAL DISTANCING	88850891	Individual	Stickers	Class 16	1a	Live	27-Mar-20	Merchandising & Promotional Products
SOCIAL DISTANCING AWARENESS	88849568	LLC	Information services in the field of healthcare, health and diseases	Class 35	1b	Live	26-Mar-20	Medical & Pandemic-Related Products
SOCIAL DISTANCING SCHOLARSHIP	88845677	Corporation	* Various educational services, including college level financial assistance and support services	Class 41	1a	Live	24-Mar-20	Unrelated Products
SOCIAL DISTANCING	88844173	LLC	Clothing	Class 25	1b	Live	23-Mar-20	Merchandising & Promotional Products
SOCIAL DISTANCING	88841547	Corporation	T-shirts, stickers, signs	Class 25	1b	Live	20-Mar-20	Merchandising & Promotional Products
SOCIAL DISTANCING PHOTOGRAPHY	88841897	Individual	* Photography services that focus on social distancing and practices	Class 1	No Legal Basis Listed	Live	20-Mar-20	Unrelated Products
SOCIAL DISTANCING. THE GAME	88842445	LLC	Card games, electronic card games, game equipment set sold as a unit comprised primarily of a playing board and playing cards, party games, tabletop games, tabletop electronic games	Class 28	1b	Live	20-Mar-20	Unrelated Products
SOCIAL DISTANCING	88840924	Corporation	Beer	Class 32	1b	Live	19-Mar-20	Unrelated Products
SOCIAL DISTANCING	88838773	Corporation	* Various apparel, primarily t-shirts and hats	Class 25	1b	Live	18-Mar-20	Merchandising & Promotional Products
MISS SOCIAL DISTANCING	88839731	Individual	Shirts	Class 25	1a	Live	18-Mar-20	Merchandising & Promotional Products
SOCIAL DISTANCING	88836940	Individual	Hemp and CBD topical, inhalable and ingestible products containing less than 0.3% THC; t-shirts, hats and caps, sweatshirts, sweatpants, and hoodies	Class 3 Class 25	1b	Live	17-Mar-20	Merchandising & Promotional Products
SOCIAL DISTANCING	88834979	LLC	Beer	Class 32	1b	Live	15-Mar-20	Unrelated Products
SOCIAL DISTANCING	77054114	LLC	* Various types of services such as security services, consulting services, and concierge services	Class 45	1b	Dead	30-Nov-06	Unrelated Products

**Trademark Applications Including the Terms “Six Feet Apart”
Recorded in the TESS as of 12/31/2020**

Trademark Application	Serial #	Filing Entity	Goods/Services	International Class	Basis of Filing (Lanham Act)	Live/Dead	Date of Filing (Reverse Chronological Order)	Type of Activity
SIX FEET APART OR SIX FEET UNDER	90346032	Individual	* <i>Imprinting messages on apparel, including custom imprinting</i>	Class 40	1b	Live	27-Nov-20	Merchandising & Promotional Products
6 FT APART OR 6 FT UNDER	90113949	LLC	Clothing, namely, t-shirt, shorts, pants, dress, headbands, hats, socks, hoodies, gloves, scarves, sweat suits; jackets; sweat bands	Class 25	1b	Live	14-Aug-20	Merchandising & Promotional Products
SIX FEET APART EXPERIMENT	88912668	LLC	* <i>Various entertainment services, including award programs in the fields of screenwriting and filmmaking</i>	Class 41	1b	Live	12-May-20	Unrelated Products
SIX FEET APART	88906682	Individual	Entertainment services in the nature of live musical performances	Class 41	1b	Live	8-May-20	Unrelated Products
SIX FEET APART	88906671	Individual	Entertainment services in the nature of live musical performances	Class 41	1b	Live	8-May-20	Unrelated Products
SIDE BY SIDE SIX FEET APART	88903578	LLC	Retirement homes, namely, providing assisted living facilities and congregate living facilities for seniors	Class 43	1a	Live	6-May-20	Unrelated Products
SIX FEET APART BUT CLOSER THAN EVER	88895824	Individual	Hats; Sweatshirts; T-shirts	Class 25	1b	Live	30-Apr-20	Merchandising & Promotional Products
SIX FEET APART OR SIX FEET UNDER YOUR CHOICE	88871834	Individual	* <i>Various athletic apparel, hats and headwear; shirts</i>	Class 25	1b	Live	14-Apr-20	Merchandising & Promotional Products
SIX FEET APART OR SIX FEET UNDER	88869174	Individual	Apparel, including shirts, hats, facial coverings and face masks	Class 25	1b	Live	13-Apr-20	Merchandising & Promotional Products
I HAVE A HAPPY VIRUS. IM IN A RELATIONSHIP WITH AN ESSENTIAL WORKER. (STAY 6 FEET APART)	88864910	Individual	T-shirts	Class 25	1b	Live	8-Apr-20	Merchandising & Promotional Products
6 FEET APART BEATS 6 FEET UNDER	88858890	Individual	Baseball caps and hats; Short-sleeved or long-sleeved t-shirts	Class 25	1b	Live	3-Apr-20	Merchandising & Promotional Products
BE SMART STAND APART. SAVES LIVES 6FT BE SMART STAND APART. SAVES LIVES BE SMART, STAND APART. 6FT	88856230	Corporation	Vinyl static cling decals on which foot prints and text are printed for affixation to windows, floors and doors	Class 16	1a	Live	1-Apr-20	Merchandising & Promotional Products
6 FEET APART OR 6 FEET UNDER	88853518	Individual	Clothing	Class 35	1b	Live	31-Mar-20	Merchandising & Promotional Products
SIX FEET APART	88851695	Individual	Wearable garments and clothing, namely, shirts	Class 25	1b	Live	29-Mar-20	Merchandising & Promotional Products
6 FEET APART IS SMART	88850886	Corporation	Advertising signs of cardboard; Advertising signs of paper; Outerwear, namely, coats, t-shirts, jackets, hats, and vests	Class 16 Class 25	1a	Dead	27-Mar-20	Merchandising & Promotional Products
6 FEET APART IS SMART	88850527	Corporation	Advertising signs of cardboard; Advertising signs of paper; Outerwear, namely, coats, t-shirts, jackets, hats, and vests	Class 16 Class 25	1b	Dead	27-Mar-20	Merchandising & Promotional Products

**Trademark Applications Including the Terms “Shelter in Place”
Recorded in the TESS as of 12/31/2020**

Trademark Application	Serial #	Filing Entity	Goods/Services	International Class	Basis of Filing (Lanham Act)	Live/Dead	Date of Filing (Reverse Chronological Order)	Type of Activity
BE PREPARED AT HOME QUALITY SHELTER IN PLACE AND PREPAREDNESS KITS	88900864	Sole Proprietorship	Retail sporting goods stores	Class 35	1a	Live	5-May-20	Unrelated Products
SHOT @ SURVIVAL THE SHELTER IN PLACE GAME	88892903	Individual	Game, not live	Class 29	1b	Live	29-Apr-20	Unrelated Products
SHELTER-IN-PLACE	88891255	Individual	Board games	Class 28	1a	Live	28-Apr-20	Unrelated Products
ALL STATE SHELTER-IN-PLACE PAYBACK	88859199	Corporation	Business administration of a program to provide premium payment options to auto insurance customers; Financial administration of a program to provide premium payment options to auto insurance customers	Class 35 Class 36	1b	Live	3-Apr-20	Unrelated Products
YOU SHELTER IN PLACE IT, WE STAY AND FACE IT	88853318	LLC	Wearable garments and clothing, namely, shirts	Class 25	1a	Live	30-Mar-20	Merchandising & Promotional Products
SHELTER IN PLACE	88852562	LLC	* Entertainment services over various media in the field of pandemic infectious disease	Class 41	1b	Dead	30-Mar-20	Medical & Pandemic-Related Products
SHELTER-IN-PLACE	86774796	Individual	Metal Security Doors and Windows	Class 6	1b	Dead	1-Oct-15	Unrelated Products
SHELTER-IN-PLACE WITH A GUN	85941584	Individual	Halter tops; Shorts; T-shirts; Underwear	Class 25	1b	Dead	24-May-13	Merchandising & Promotional Products
SHELTER-IN-PLACE KIT	78379841 Registration #30566499	Corporation	Emergency preparation kits comprised of plastic sheeting used as an environmental barrier over windows and doors for the containment of environmentally unfriendly substances, duct tape and cutter	Class 17	1a	Dead	6-Mar-04	Unrelated Products
SIP SHELTER-IN-PLACE	76014199 Registration #2531422	Corporation	Educational services, namely, conducting presentations at public meetings in the field of environmental hazards and related personal emergency preparedness techniques and distribution of course materials in the nature of video tapes in connection therewith	Class 41	1a	Live	23-Mar-00	Unrelated Products