

USA: Omaha Steaks International, Inc. v. Greater Omaha Packing Co., Inc., United States Court of Appeals, Federal Circuit, No. 18-1152, 15 November 2018

Kluwer Trademark Blog

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The Trademark Trial and Appeal Board erred in finding that there is no likelihood of confusion between Omaha Steaks International's over two dozen registered marks, each containing the words "Omaha Steaks," and Greater Omaha Packing Company's applied for GREATER OMAHA PROVIDING THE HIGHEST QUALITY BEEF mark (the Opposed Mark), the U.S. Court of Appeals for the Federal Circuit has ruled in a precedential opinion. The board erred in analyzing the fame of the registered marks, third-party usage, and similarity of the marks. The TTAB's ruling was vacated and the case remanded for further proceedings (Omaha Steaks International, Inc. v. Greater Omaha Packing Co., Inc., November 15, 2018, Prost, S.).

A full summary of this case has been published on [Kluwer IP Law](#).