

Trademark case: In re Guild Mortgage Co., USA

Kluwer Trademark Blog

January 22, 2019

Thomas Long (Wolters Kluwer Legal & Regulatory US)

Please refer to this post as: Thomas Long, 'Trademark case: In re Guild Mortgage Co., USA', Kluwer Trademark Blog, January 22 2019, <http://trademarkblog.kluweriplaw.com/2019/01/22/trademark-case-in-re-guild-mortgage-co-usa/>

The Board erred by disregarding evidence of the lender's longtime use of its mark in the same location as a similar registered mark, without consumer confusion. Because this was evidence that confusion was unlikely, the Board's error was not harmless.

Case date: 14 January 2019

Case number: No. 2017-2620

Court: United States Court of Appeals, Federal Circuit

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