

# Kluwer Trademark Blog

## Trademark case: North 61 LLC v. Sjoklaedagerdin Hf., USA

Kevin M. Finson (Wolters Kluwer Legal & Regulatory US) · Tuesday, January 19th, 2021

The applied-for mark NORTH 61 was properly refused because it produced a similar commercial impression to the mark 66° NORTH when both were used for apparel and retail services.

The proposed mark NORTH 61 was confusingly similar to the registered mark 66° NORTH, the Federal Circuit has held, affirming a decision of the Trademark Trial and Appeal Board upholding a USPTO examiner's refusal of an application to register the proposed mark. Both marks were used for apparel and related retail services (North 61 LLC v. Sjoklaedagerdin Hf., January 13, 2021, Lourie, A.).

Case date: 13 January 2021

Case number: No. 20-1709

Court: United States Court of Appeals, Federal Circuit

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

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