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# Kluwer Trademark Blog

## Trademark case: In re Guild Mortgage Co., USA

Thomas Long (Wolters Kluwer Legal & Regulatory US) · Tuesday, January 22nd, 2019

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](#).

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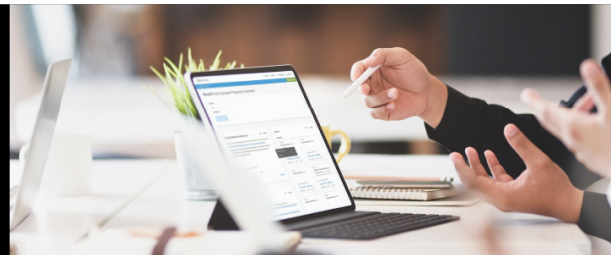


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