

Strongest

FANCIFUL

A made up word.

VOZ

ARBITRARY

Not related to the product or service.

ATOMIC UNICORN

SUGGESTIVE

Hints at an attribute of the product or service.

BREATH OF FRESHAIR CLOUD 9 ZEPHYRUS

HEAVENLY

DESCRIPTIVE

An attribute of the product or service.

With Acquired **Distinctiveness**

Without Acquired

Distinctiveness

BEST AIR

CLEAN AIR

ORIGINAL CANNED AYRE

SMITH AIRE

JONES AIR COMPANY

VERMONT ORGANIC AIR

GENERIC

The common name for the product or service.

No Trademark Weakest | Significance

CANNED AIR

Threshold for

Protection