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# Lego Juris A/S v. Once Kids LLC

On behalf of client LEGO Juris A/S — owner of the world-famous LEGO trademark — the firm successfully opposed in the Trademark Trial and Appeal Board (TTAB) of the U.S. Patent and Trademark Office an application to register the mark ECO-BRICKS in connection with “toy building blocks” on grounds of descriptiveness.[More](#)

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