



Trademark Priority

	Time 1	Time 2	Time 3	Time 4
A	Idea	Use		
B		Idea	Use	
C			Idea	Use

Common Law: A can exclude B and C; B can exclude C



Trademark Priority

	Time 1	Time 2	Time 3	Time 4
A	Use	Register		
B			Use	
C				Use

Original Lanham Act: A can exclude B and C; B can exclude C



Trademark Priority

	Time 1	Time 2	Time 3	Time 4
A	Use			
B		Use	Register	
C				Use

Original Lanham Act: A can exclude B and C locally; B can exclude A and C everywhere else



Trademark Priority

	Time 1	Time 2	Time 3	Time 4
A		Use		
B			Use	
C	Intent App.			Use/ Register

Lanham Act since 1988: C can exclude A and B



Trademark Priority

	Time 1	Time 2	Time 3	Time 4
A	Use			
B			Use	
C		Intent Appl.		Use/ Register

Lanham Act since 1988: A has local exclusive rights; C has exclusive rights elsewhere