UMass Amherst Libraries Patent & Trademark Resource Center (PTRC)

Paulina Borrego

Science & Engineering Librarian UMass Amherst

Patent & Trademark Resource Center Librarian
Stoned Man Brewery
United States Department of Commerce
Patent and Trademark Office

Physical Sciences Library
The University of Massachusetts at Amherst

is hereby designated a
PATENT DEPOSITORY LIBRARY

under the provisions of Section 13, Title 35
of the U.S. Code and is accorded all rights
and privileges granted under the

Patent Depository Library Program
this 14th day of November, 1984.
Utility Patents
- Machine
- Process
- Article of Manufacture
- Composition of Matter
- Novel
- Useful
- Not Obvious

Design Patents
Ornamental design for an article of manufacture

Plant Patents
Asexual reproduction of any distinct and new variety of plant
Types of Trademarks

A trademark includes any word, name, symbol, device, or any combination, used in commerce to identify and distinguish the goods of one manufacturer or seller from goods manufactured or sold by others, and to indicate the source of the goods.

A service mark is the same as a trademark, except that it identifies and distinguishes the source of a service rather than a product.

1. *Coca-Cola* is registered for soft drinks.
2. *McDonald’s* is registered for retail clothing stores.
3. *Microsoft* is registered for computer software.
4. *Nike* is registered for retail department stores.
5. *Pepsi* is registered for soft drinks.
6. *Disney* is registered for retail department stores.
7. *Pampers* is registered for diapers.
8. *Windows* is registered for computer software.
9. *Apple* is registered for computers.
10. *Intel* is registered for computer processors.
11. *McDonald’s* is registered for retail clothing stores.
12. *Pepsi* is registered for soft drinks.

Test Your Trademark IQ

How many of these trademarks can you identify?
Thank You! Please feel free to contact me about Outreach Opportunities

Paulina Borrego
UMass Amherst Science & Engineering Librarian / Patent & Trademark Resource Center Librarian
pborrego@library.umass.edu