

115TH CONGRESS  
2D SESSION

# S. RES. 580

Recognizing and supporting public awareness of the importance of trademarks and the goals and ideals of the National Trademark Exposition of the United States Patent and Trademark Office.

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IN THE SENATE OF THE UNITED STATES

JULY 18, 2018

Mr. GRASSLEY (for himself and Mr. COONS) submitted the following resolution; which was referred to the Committee on the Judiciary

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## RESOLUTION

Recognizing and supporting public awareness of the importance of trademarks and the goals and ideals of the National Trademark Exposition of the United States Patent and Trademark Office.

Whereas intellectual property is instrumental to the economy of the United States by fueling innovation and creating jobs;

Whereas Congress and the Congressional Trademark Caucus understand the importance of trademarks and wish to support the United States Patent and Trademark Office in operating to drive economic growth and enhance the competitiveness of the United States;

Whereas the first National Trademark Exposition took place more than 30 years ago in Washington, DC;

Whereas, in an increasingly competitive global marketplace, counterfeit goods pose an escalating threat to businesses and jobs in the United States;

Whereas counterfeit goods cost the United States billions of dollars and countless jobs annually;

Whereas it is important for Congress and consumers to understand the impact of counterfeit goods on the economy of, and the health and safety of consumers in, the United States;

Whereas low quality counterfeit goods can—

- (1) be dangerous to consumers and harmful to entrepreneurs; and
- (2) erode consumer confidence in brands;

Whereas trademark registration and Federal trademark law assist the public in—

- (1) discerning between authentic and counterfeit merchandise; and
- (2) stopping the flow of counterfeit goods;

Whereas consumers in the United States encounter an average of 1,500 trademarks each day;

Whereas it is important for the United States to strive to have the best intellectual property system possible that is understood by the public of the United States;

Whereas the Congressional Trademark Caucus focuses on supporting initiatives that increase awareness of, and foster a productive public dialogue about, the importance of trademarks and the risks associated with counterfeit goods;

Whereas the National Trademark Exposition supports the work of the Congressional Trademark Caucus by facilitating the education of thousands of consumers; and

Whereas educating the public about the value of brand names and trademarks in an increasingly competitive global marketplace serves the public interest of helping to safeguard consumers against deception and confusion in the marketplace: Now, therefore, be it

1       *Resolved*, That—

2           (1) it is the sense of the Senate that—

3               (A) there should be greater public aware-  
4               ness of the importance of trademarks for the  
5               society and economy of the United States;

6               (B) the 2018 National Trademark Expo-  
7               sition of the United States Patent and Trade-  
8               mark Office provides a unique opportunity to—

9                   (i) educate the people of the United  
10               States about trademarks; and

11               (ii) encourage—

12                   (I) a greater understanding of  
13               the role that trademarks play in the  
14               economy of the United States; and

15                   (II) corporations, small busi-  
16               nesses, governmental agencies, and  
17               nonprofit organizations to share infor-  
18               mation with the public about trade-  
19               marks; and

20               (C) the United States Patent and Trade-  
21               mark Office and the Smithsonian Institution

1           should be recognized for orchestrating a free,  
2           family-friendly event that educates tens of thou-  
3           sands of people about the importance of trade-  
4           marks; and

5           (2) the Senate supports efforts to increase pub-  
6           lic awareness of the importance of trademarks, in-  
7           cluding the goals and ideals of the 2018 National  
8           Trademark Exposition of the United States Patent  
9           and Trademark Office held on July 27 and 28,  
10          2018.

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