

A Winthrop & Weinstine blog dedicated to bridging the gap between legal & marketing types.

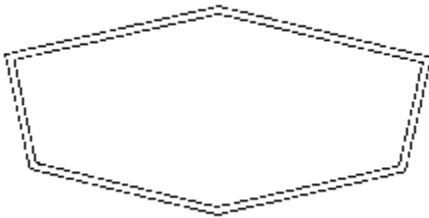
[Retail Sign Shape Trademarks: The "French Diamond Design"](#)

Posted on October 17, 2010 by [Steve Baird](#)

You probably have gathered by now that I like thinking and writing about [non-traditional](#) trademarks.

For some time, mostly when I'm in the car and I happen to notice them, I have been wondering about the shapes of various retail signs and how many of their owners may have sought to federally register them as non-traditional trademarks, separate and apart from the words.

My brief research has determined that this sign shape has been in use since 1963 by a famous national restaurant chain, and it became [federally-registered](#) about seven years ago; it now enjoys [incontestable](#) status:



If you need some help in identifying the brand name behind this retail sign shape, click on the hexagonal design above, or click [here](#).

Do you agree that this hexagonal design, the self-proclaimed "[French Diamond Design](#)," functions as a trademark without more, namely words and/or colors?

