



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

[Tweet Fight](#)

September 14, 2011 by [Susan Perera](#)

Most of us are fairly familiar with the use of Twitter. Like Facebook, this social networking giant has inserted itself into our lives, it is almost difficult to find a business that is not active on Facebook, Twitter, or both. You can even follow us on Twitter at [@duetsblog](#) and [@susanperera](#) (no apologizes for the shameless plug).

A few years ago the term "tweet" would only bring to mind the sound of birds, but it's now easily recognized in connection with Twitter.

While, Twitter attempted to register [TWEET](#) in August of last year it's U.S. trademark application for TWEET was refused due to a likelihood of confusion with [LET YOUR AD MEET TWEETS](#) (owned by Twittad).



[It appears that](#) Twitter has taken the matter to a California district court arguing that Twittad's registration threatens to block Twitter from registering its well-known mark.

This again underlines the importance of early trademark filing and we will be following any developments in this case. What are you "tweeting" about?

