

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

## [No Room at the Inn? Try the Motel . . . .](#)

July 11, 2011 by [Steve Baird](#)



About a half a mile down the road from a [Holiday Inn Express](#), located in the Wisconsin Dells, is the [Holiday Motel](#), with the above shown vintage signage.

I'm sure there must be an interesting trademark story behind the apparently peaceful co-existence of these two highly similar lodging brand names in very close geographic proximity.

Wouldn't you expect Holiday Inn to stop this use, if it had the legal right to do so?

Perhaps Holiday Motel was first in the Dells and prior to Holiday Inn's earliest registration?

If so, one has to wonder whether Holiday Motel considered a possible reverse confusion claim when Holiday Inn entered the Dells.

Does anyone know the facts? If so, please share here.

