Ross A. Dannenberg discusses Sony's failed attempt to trademark "Let's Play" in Gamasutra

Ross A. Dannenberg discusses the U.S. Patent and Trademark Office's rejection of Sony's attempt to trademark the words, "Let's Play," in *Gamasutra*.

Mr. Dannenberg says it's interesting that the trademark was rejected based on someone else's trademark — "Let'z Play" — and not due to undescriptiveness.

Please click here to read the article.

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