



Insights: Publications

7 Key Takeaways | Annual Update on Recent Trademark Case Law

February 4, 2026

Written by Theodore H. Davis Jr.

Kilpatrick partner **Ted Davis** spoke recently on recent developments in U.S. trademark and unfair competition law during Kilpatrick's advanced trademark seminar.

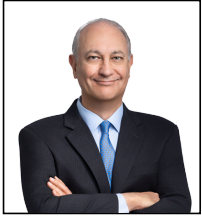
That presentation addressed, inter alia, the following topics:

1. the Supreme Court's confirmation in *Dewberry Engineers Inc. v. Dewberry Group*, 604 U.S. 321 (2025), that the inherently flexible nature of the equitable remedy of an accounting of profits nevertheless is subject to guardrails;
2. clarification of the test for genericness;
3. the continued post-*Jack Daniel's* viability of the restrictive test for infringement first articulated in *Rogers v. Grimaldi*, 875 F.2d 994 (2d Cir. 1989), in cases not presenting trademark uses by defendants;
4. the Federal Circuit's war on claimed color marks in *CeramTec GmbH v. Coorstek Bioceramics LLC*, 124 F.4th 1358 (Fed. Cir. 2025), and *In re PT Medisafe Techs.*, 134 F.4th 1368 (Fed. Cir. 2025);
5. the Ninth Circuit's continued inconsistent applications of the nominative fair use doctrine;
6. the possible beginning of the end for the *Dawn Donut Doctrine* in *Westmont Living, Inc. v. Retirement Unlimited, Inc.*, 132 F.4th 288 (4th Cir. 2025); and
7. possible limitations on the failure-to-function ground for unregistrability.

For more information, please contact

Ted Davis: tdavis@ktslaw.com.

Related People



Theodore H. Davis Jr.

t 404.815.6534

tdavis@ktslaw.com