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The Sleeping Giant Awakens: Three 2020 Trademark Decisions from the United States Supreme Court, and How They May Affect Franchising

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This article summarizes the three U.S. Supreme Court decisions — *Romag Fasteners, Inc. v. Fossil, Inc.*, *United States Patent & Trademark Office v. Booking.com B.V.*, and *Lucky Brand Dungarees, Inc. v. Marcel Fashions Group, Inc.* — explains the potential implications of those decisions generally, and identifies ways in which these decisions may affect the franchising community. In the link provided, the article begins on page 39.

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