Subject: Re: Peerless transformers
Posted by MQracing on Wed, 14 Sep 2005 02:19:56 GMT
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Hi Wayne:Trademarks are not required to be federally registered. Common law protects the ownership of trademarks. And if you look at the history of this particular federal registation (if those records are on line) you will note that it was assigned to me by Aletc many years ago. And it remains in constant use by us in interstate commerce.I don't want to argue law with you or anyone else. I simply wanted to give you and others a heads up that certain goods being represented as Peerless articles are not, in fact, genuine Peerless articles.I have no problem with Doug or anyone else going into the transformer business but would like it if they used their own name and not tried to ride on our coattails and the good will that we have earned for ourselves over the last 16 years.When John Atwood designed transformers... he picked a name and built up the reputation of his products based on their own merits not on the coattails of another namesake that he had no rights to. This I respect very much.The lazy way of marketing is to apparently misappropiate another company's name and their designs to make money, fame, or glory for yourself. Your free to buy doug's products and wish you well with them...but PEERLESS they are not.MSL