







IS THIS ALLOWED?





# FIESTA DAYS<sup>TM</sup>

For now, it's a <sup>TM</sup>

It will be a <sup>R</sup>

**Establishing/proving that this is our  
trademark involves protecting it.**

General search ▾

fiesta days

×

Refine search by goods or services

🔍

Basic

Expert

^ Status filter

4,790 results for fiesta days

🔍

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Export ▾

☒ Live 1,559

☒ Registered

☒ Pending

☒ Dead 3,231

☒ Cancelled

☒ Abandoned

▽ Sort

^ Configure

☒ Show image

Reset

FIESTA DAYS

Wordmark [FIESTA DAYS](#)

Status **DEAD** **CANCELLED**

Goods & services (CANCELLED) IC 031: [ flower arrangements placed in plant pots with...

Class 031

Serial 74080682

Owners H & P Sales, Inc. (CORPORATION; CALIFORNIA, USA)

FIESTA DAYS

Wordmark [FIESTA DAYS](#)

Status **DEAD** **CANCELLED**

Goods & services (CANCELLED) IC 026: [ artificial plants and trees made of silk and...

Class 026

Serial 74377522

Owners H & P SALES, INC. (CORPORATION; CALIFORNIA, USA)

FIESTA DAYS

Wordmark [FIESTA DAYS](#)

Status **LIVE** **PENDING**

Goods & services IC 041: Athletic events, sports event services, and event services...

Class 041

Serial 98722628

Owners Spanish Fork City (municipal corporation; Utah, USA)

**FIESTA WAREHOUSE**

Wordmark [FIESTA WAREHOUSE](#)

Status **DEAD** **ABANDONED**

Goods & services (ABANDONED) IC 035: Fiesta Warehouse.

Class 035

Serial 88485720

Owners Siboney LLC (LIMITED LIABILITY COMPANY; PUERTO RICO, USA)

The fiesta boutique

La fiesta boutique

[DEAF FIESTA](#)

ORDER OF THE CASCARON

Feedback



**Whether it's stickers, shirts or hats, we have had retailers sell merchandise with "Fiesta Days" on it, and we are only going to have more.**

**Do we want to go to retailers (some of whom we have good relationships and partnerships with) and tell them to cease and desist?**

**Do we want to compete with them for merchandise sales?**







**Our recommended answer to both questions is no.**

**So what does “protecting our trademark” look like?**

- **Having vendors sign an agreement:**
  - **Acknowledge that it's our trademark**
  - **Use it in a way that's appropriate, respectful, and not misleading**
  - **Don't imply an endorsement by or partnership with us**
  - **Don't use other city logos or trademarks without separate permission**
  - **Have permission on an ongoing basis**
  - **We may contact them if we see issues, can can potentially revoke permission**



We believe that this type of agreement will open the doors for vendors to create and **sell merchandise with phrase “Fiesta Days” on it with confidence...**

While establishing our **ownership** and **control** of the trademark.



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What do **you** think?