The Trademark Reporter® (TMR) traces its roots to November 1, 1887, with the first publication of “The Bulletin” of the United States Trade-Mark Association (USTA). The first number comprised 22 pages, and reproduced the United Kingdom “Merchandise Marks Act, 1887,” and “The International Convention for the Protection of Industrial Property.” The following “cable-gram” from London, England appeared in Volume 1, No. 2, page 32:

American manufacturers exporting goods to England would do well to study the Merchandise Marks Act which recently became a law here. The English Custom-house is showing great activity in stopping goods which bear the slightest appearance of being designed to imitate the goods of the English firms. At the ports of London, Hull, and elsewhere, enormous quantities of foreign goods have been seized recently.
under this act. Ostensibly the act is designed to prevent the fraudulent imitation of English trade-marks; but the authorities, urged by English manufacturers, carry it out in such a way as to hamper foreign manufacturers, and thus give virtually a limited [sic] amount of protection. As an instance of its injurious effect to foreigners, I may mention that an English firm ordered a large number of bottles made for them in Germany, the makers to stamp the name of their customers on each bottle. These bottles were seized at the Custom-house on the ground that the Germany manufacturers had no right to stamp the English name on the goods. The English firm thereupon ordered a supply from some English glass-works.

Plus ça change, plus c'est la même chose . . .

The first volume of the Bulletin comprised individual numbers published irregularly over a span of fifteen years (1887-1902). This first series of the Bulletin is referred to as the “Old Series.” Apparently, there was not then a sufficient stream of trademark information to justify regular publication. By 1904, no longer was there any dearth of steady material, and from then the Bulletin became a regular monthly publication. This continued until 1940, when publication was suddenly terminated, as discussed below. Issues of the Bulletin published from 1904 onwards are referred to as the “New Series.”

The Bulletin was described as:

[A]n epitome of trade-mark legislation, judicial decisions and other matters of interest to trade-mark owners. It aims to cover the subject, not alone for the United States, but for foreign countries, and to furnish to subscribers all information requisite or desirable for the complete protection of their trade-marks in commerce. While it has proven its usefulness to lawyers and to students, it is edited with a view to the needs of the business man and seeks, therefore, to present only what is of practical importance and to present that clearly and concisely. It affects no jokes, runs no advertisements, and is never padded with lengthy statutes or verbose decisions.

The Bulletin is essentially of private circulation, being primarily intended as a medium for the distribution of information to the subscribers of the Association. Nevertheless, it has acquired a wide, if not an extensive circulation, being cordially received and honorably regarded as an authority of trade-mark matters throughout the world. It has on its exchange list, the official trade-mark publications of

Australia, Belgium, Brazil, Canada, Cuba, Great Britain, Hungary, Mexico, Netherlands, Norway, Portugal, Switzerland and the International Union for the Protection of Industrial Property. It has, within the last five years been widely quoted in the periodical publications both of this and of foreign countries, and its articles translated into the principle languages of Europe. It has been cited by foreign writers on industrial property as authority on the trade-mark law, not only of the United States, but of other countries. It has received most flattering commendation from trade-mark counsel in the United States, and—what is perhaps of chief importance—it has seemed to satisfy the wants of business men, by supplying them with needed information in a form that it does not require a legal training to understand. One of our readers has said of it, “It is the most ably edited of anything I have ever seen. The information and decisions that have been contained in these Bulletins have been of the greatest value to me, and I would not be without it for anything.”

In light of such complimentary language, it is perhaps surprising that in the early days, the names of the editorial staff were conspicuous by their absence. Finally in 1910, an issue of the Bulletin identified the editor as Arthur Wm. Barber, who at the time was Secretary of the USTA. In addition, associate editors were named, representing the Argentine republic; Austria; Belgium; Chili [sic]; Cuba; Denmark; Dominican Republic; Germany; Great Britain; Italy; Luxembourg; Netherlands; Orange River Colony (now part of the Republic of South Africa); Portugal; Salvador; Spain; Switzerland; Uruguay and Venezuela. The foreign associate editors were lawyers or professors residing in these various countries. It appears that it fell to the Secretary of USTA to fulfill the duties of Editor of the Bulletin.5

In addition to publishing information of a general nature of interest to trademark owners and practitioners, from the early 1900s the Bulletin began to publish learned articles on various subjects of trademark law. For example, Volume 7, No. 1 of the Bulletin (1911) contains an article entitled “Power of Congress under the Constitution to Legislate in Matters of Trade-Mark.” Surprisingly, the author is not identified; presumably it was the modest Arthur Wm. Barber. In the next issue, Volume 7, No. 2, the Bulletin commences with an article by M. Albert Capitaine entitled “The Selection of a Trade-Mark.” In Volume 7, No. 6, there appears an article called “The Psychology of Trade-Marks,” which was a reprint of an address by Arthur Wm. Barber, given before

5. Arthur Wm. Barber was succeeded as Editor in 1931 by Leon Ernest Daniels, who was also the Secretary of the Association.
the Proprietory Association of America at the Hotel Astor, New York City, May 25, 1911.


The title, The Trade-Mark Reporter, was used for the first time in June 1911 to identify a sister publication of the Bulletin. As its name implies, the early TMR was a law report restricted to trademark cases, and, like the Bulletin, was published monthly. Thus, for almost thirty years following the launch of the TMR, publication of the Bulletin and the TMR continued in parallel, the Bulletin containing learned articles and other information of interest to “business men” and practitioners, and the TMR devoted to case reports. Like the Bulletin, the TMR was published by the USTA.

Volume 1 of the TMR included a Convention relating to trademarks adopted by the “Fourth International Congress of American States” that met in Buenos Aires June 9 to August 13, 1910; an amendment made to United States trademark law; an amendment to California trademark law; and reports of various trademark cases, the first one of which was a decision of the Supreme Court of the United States, Standard Paint Company v. Trinidad Asphalt Manufacturing Company.6 In all, 97 cases were reported in full in this first volume, which comprised 348 pages of statute and case reports, plus 32 pages of index, digest and table of cases. Interestingly, although it is apparent that a great deal of effort was involved in the production of this first issue of the TMR, the names of the people who were associated with the project were not mentioned. Also, it is a little hard to imagine, but true, that 97

6. 165 O.G., 971, April 10, 1911.
trademark cases were reported in full in a single volume. The cases reported in the 1911 edition of the TMR are a model of clarity and conciseness. One cannot escape the feeling that writers in those days were forced by circumstance to write concisely, clearly and with sharp focus on relevance, qualities that our great technological progress has done little to advance.

Thus, originally the TMR essentially was a law report, whereas the Bulletin contained learned articles, announcements and other information of interest to trademark owners and practitioners, rather like the TMR of today. This situation continued until 1940, by which time Leon Ernest Daniels had become the Editor, having succeeded Arthur Wm. Barber in 1931. Dr. Walter J. Derenberg, was named as Assistant Editor in 1935.

Readers of this journal who are accustomed to a mannered, orderly transition of editorial control of the TMR may be startled to learn that this was not always so. A calamitous event occurred in 1940, which unquestionably shaped the future development of the TMR. The USTA Board decided to suspend further publication of the Bulletin, and to recast the TMR as an amalgam of the Bulletin and what had up to then been the TMR. Moreover, the Board replaced the Editor, L.E. Daniels with Walter Derenberg (who at the time was Assistant Editor). Undoubtedly, Walter Derenberg had by then impressed the Board with his greatness as a scholar and lawyer. As a result of the shake-up, Walter Derenberg became the Editor-in-Chief, and L.E. Daniels was demoted to Managing Editor. At the time, Eberhard Faber was President of the USTA. In a foreword to Volume 31 of the TMR, Mr. Faber wrote:

A reappraisal of all the existing literature and periodicals in this field, as well as a recognition of an ever-increasing desire on the part of trade-mark owners generally to have available in one monthly periodical all the material, legal and economic, domestic and foreign, which was hitherto published in our two publications, have led the Board of Directors to the conclusion that a merger of the Bulletin and the Reporter into a single publication would fill a need for one comprehensive, authoritative periodical in this field. Where similar attempts have been made before, they were not limited to the field of trade-mark law and unfair competition.

The new Trade-Mark Reporter will devote all available space to current problems and court decisions relating to trade-mark protection and unfair trading. To this end readers will observe that the Reporter has been divided into two parts—the first part devoted to articles and editorial notes and comments on current developments in the trade-mark field, here and abroad; the second part devoted to the textual publication of all important trade-mark decisions, judicial as well as
administrative, in substantially the same form in which such material has been published for the past thirty years in the Reporter. Part II will be arranged in such a way that those desiring to do so may at the end of each year have the material removed and bound in separate volumes for the libraries, as in the past.

Mr. Daniels’ disappointment in the decision of the USTA Board is evident from the following note appearing in the last edition of the Bulletin,7 under the heading “Special Notice To Our Subscribers”:

We regret to announce that, pursuant to a recent decision of the Board of Directors of this Association, publication of the Bulletin will be temporarily suspended after the next issue.

Any comment from our readers on this step or on the value of the Bulletin to them in the past would be welcome. —Editor.

Plainly, Mr. Daniels was engaged in wishful thinking, although the Bulletin eventually did reappear, albeit with a totally different format.8

The first issue9 of The Trade-Mark Reporter after the demise of the Bulletin contained, for the first time in the TMR, learned articles on the subject of trademark law, as well as case reports. The Editorial Board of the TMR in 1941 consisted of Eberhard Faber, Chairman; Arthur R. Wendell, Vice-Chairman; Walter J. Derenberg, Editor-in-Chief; Stephen P. Ladas, Associate Editor and Leon E. Daniels, Managing Editor. Contributing Editors were James L. Brown; Isaac W. Digges; John F.X. Finn; David E. Grant; Milton Handler; A.E. Johnston; Herbert Langner; Ellis W. Leavenworth; Sylvester J. Liddy; H.M. McLarin; Harry Meixell; Hugo Mock; Chesterfield S. Oppenheim; John C. Pemberton; Edward S. Rogers; Edmund Dill Scotty; Harry Shulman; Stewart L. Wittman and John Wolff.

The first issue of The Trade-Mark Reporter in the “modern” era (post-1940) contained an article by Stephen P. Ladas entitled “The Self-Executing Character of International Conventions on Industrial Property and Their Effects on Substantive Rights.” Other articles published soon thereafter were “Trade-Marks—An Aid to Trade with Latin America” by James L. Brown, and “Drug Trade-Marks in Danger” by Walter J. Derenberg. The first volume of the new TMR comprised 656 pages, including Parts I and II, but not including the index and table of citations—a rather thick book. In 1943, Stephen Ladas replaced Walter Derenberg as Editor-in-Chief; Leon A. Daniels remained Managing Editor. Walter Derenberg continued on the TMR Editorial Board, and was a frequent contributor to the TMR.

Henry B. King replaced Stephen P. Ladas as Editor in 1946, but like Walter Derenberg, Stephen Ladas continued his association with the TMR as a Contributing Editor, along with many other talented writers and scholars. In the immediate years following the coming into force of the Lanham Act in 1947, the Editorial Board of the TMR consisted of one, two or three members, with a Chairman, Editor and Associate Editor in 1947 and 1948 (Wm. G. Warner, Henry B. King and Walter J. Halliday, respectively). In 1949, Walter J. Halliday served as Editor and John J. Horn as Assistant Editor, followed by Walter J. Halliday serving alone as Editor in 1950, 1951 and 1952.

It was not until 1953, at the urging of Walter J. Derenberg, that Doris K. Meyerhoff was hired by the Association and designated as “Editor” (1953-1957) and as “Administrative Assistant” (1958-1959) in order to help relieve the publishing burdens placed on volunteer lawyers. From 1953 through 1959, she filled this role with an Editorial Board as small as five and as many as eleven in number.

Throughout the years, the contributing Editors of the TMR and its predecessor have been a Who’s Who list of trademark lawyers, including, among others, Edward S. Rogers, Frank Schechter, Stephen P. Ladas, Walter J. Derenberg, Milton Handler, Rudolph Callmann, Harry Shulman, Herbert Langner, Beverly W. Pattishall, Siegrid H. Pederson, George E. Middleton, Isaac Diggs, Alfred Lee, Julius Lunsford and Lenore B. Stoughton. In addition, there was a distinguished group of over twenty counsel and firms from around the world who between 1947 and 1952 were listed as “Foreign Collaborators.”

The one name that stands out as inextricably connected with the TMR every year from 1935 to 1975 is that of Walter Derenberg, who succeeded Walter Halliday as Chairman of the Editorial Board in 1953 and remained in that position until 1958, when he became the first Editor-in-Chief of The Trademark Reporter in the post-Lanham Act years. He remained Editor-in-Chief until he was succeeded by Arthur A. March in 1960¹⁰ and 1961, and Gilbert H. Weil and Sidney Diamond in 1962.

The current era of The Trademark Reporter is widely recognized as beginning with the arrival of a young woman, Charlotte Jones, who in 1962 became “Staff Assistant” and later “Managing Editor” of the TMR. She was destined over the next four decades to personify the quality, integrity, heart and soul of what has become widely recognized as the world’s leading publication in the trademark field. Charlotte, of course, is the first

¹⁰ In 1960, Volume 50 of The Trademark Reporter (which had then become a registered trademark and identified as such) continued to be divided: Part I, Articles and Reports, and Part II, the Case Notes Section, containing full case reports, as well as summarized case reports.
to pay tribute to her mentors, Walter Derenberg, who tutored her on substantive trademark law, and Sidney Diamond, her first Editor, who was unsurpassed in his meticulous attention to accuracy and clarity in writing. From these giants in the trademark field, Charlotte became the quintessential example of the axiom that “the devil is in the details.”

The group of icons who engaged in scholarly publication prior to 1962 remained active supporters and contributors of the TMR. However, a new generation of then young dedicated Editors-in-Chief and Editorial Board members were nurtured by Charlotte and by her mentors. This continuity of the old and new is best reflected by Walter Derenberg’s annual review of cases and developments in trademark law commemorating each anniversary of the Lanham Act, commencing in 1948 at 38 TMR 628 with the publication of “The Annual Review of the First Year of Administration of the Lanham Act of 1946,” and continuing until his death in 1975 with the 28th year of its publication in 65 TMR 373.

This Annual Report was conceived of and written for twenty-five years by Professor Walter J. Derenberg. After the “Twenty-Fifth Report,” Professor Derenberg justifiably felt that the labor of love had become too arduous and he announced his intention to discontinue it. However, the Editorial Board of THE TRADEMARK REPORTER® was of the opinion that this work was too valuable to the profession to simply disappear and a Committee was formed to do the writing, have it preliminarily edited, and then submitted to the Professor for final editing as he saw fit. . . . We note here that these Reports will continue into the indefinite future as one of several living memorials to Professor Derenberg. . . .

From 1975 through 1980, the Annual Report continued as a Committee effort of dedicated volunteers. Arthur Greenbaum was one of those taking the lead as named Editor of the project in 1978 and 1979, with the help of young lawyers in his firm, including F. Carol Simkin and Baila H. Celedonia, and such luminaries as Mitchell A. Frank, Anthony Fletcher, Albert Robin, Alan Zelnick and Paul B. Morofsky, among others. The Annual Review during this period grew from 87 pages in 1975 to 173 pages in 1980.

In 1981, the Annual Review returned to a project in which one or two named volunteer authors undertook the enormous task that had been borne by Professor Derenberg during the first twenty-five years of its publication. Thus, this major issue of each volume of the TMR was edited by Kenneth B. Germain from 1981 through 1984, with Stephen M. Weinberg as co-author in 1983 and 1984. In 1985, Anthony L. Fletcher became the co-author and established

his own wit and style that characterized the Annual Review for the next fourteen years. In 1985, Tony Fletcher’s co-author was Stephen Weinberg, in 1986 and 1987 Jane Shay Wall, and in 1988 and 1989 Robert Kunstadt. From 1990 through 1999, David Kera and Anthony Fletcher established a decade-long partnership that divided the Annual Review into separate sections covered by each, a practice that David Kera has continued with his current co-author, Theodore Davis, commencing with the January-February issue of The Trademark Reporter, 90 TMR 1, entitled “The Fifty-Second Year of Administration of the Lanham Trademark Act of 1946.” There is little doubt that Walter Derenberg would glow with pride at the quality and comprehensiveness of the work of his successors in perpetuating his legacy.

During this period, the TMR has been true to its roots as an international publication with learned articles each year from trademark practitioners and academics around the world, reflecting both the diversity and similarity of international trademark issues. Thus, it was only fitting that in 1993 the First Annual International Review of Trademark Jurisprudence was published, with George Cooper as Chair and Lanning Bryer and Theodore Max as Editors of the Special TMR Task Force, which was charged with launching this impressive project. This initial effort in which 38 jurisdictions were reported rapidly grew to the extent that the IAR now contains reports from almost 100 countries around the world.

During the last four decades, as case reports have become more widely available, the TMR moved from reprinting and summarizing cases in the ’60s to an emphasis on articles and landmark cases. Traditional features have been retained in areas such as book reviews, listing of articles from other publications and tabulation of cases involving likelihood of confusion of similar marks. Additional summaries of dilution cases have been added to this practice in the mid-90s. As the need for textual reporting became obsolete, the TMR also moved from twelve issues a year in the ’60s to a bimonthly publication in the ’70s, with special issues published from time to time. In addition to book reviews and listing of articles, both domestic and international, the TMR under various Editors published Tips from the TTAB, Notes from the PTO, Notes from Other Nations, reviews of trademark articles from other publications and special theme issues that sometimes encompassed the entire monthly issues of the TMR.

Thus, the current era of the TMR included a wide range of subjects involving the scope of the interests of the trademark bar, including such topics as: The Exploitation, Assignment and Licensing of Trademarks in Selected Latin American Countries, 50 TMR 503; The Trademark Registration Treaty, 63 TMR 421 (whole issue); Proposed Intent to Use Legislation, 53 TMR 963; The
Madrid Agreement and related issues, 56 TMR 289 and 60 TMR 129; The Historical Development of Trademarks, 65 TMR 265; The Use of Survey Evidence in Trademark Cases, 67 TMR 37; Building as Trademarks, 69 TMR 229; French Language Requirements in Quebec, 70 TMR 339; Disclaimer Practice, 71 TMR 215; Japanese Language Trademarks, 71 TMR 570; Trademark Counterfeiting, 73 TMR 536; The Trademark Law Revision Act of 1988 and the work of the prestigious Trademark Review Commission chaired by Dolores Hanna and led by Jerome Gilson as Reporter, 77 TMR 375 (whole issue), 78 TMR 71, and 79 TMR 219 (whole issue); World Trademark Symposium, 82 TMR 824 (whole issue); Fiftieth Anniversary of the Lanham Act, 86 TMR 353 (whole issue); A Comparison of NAFTA and TRIPS, 83 TMR 1; a myriad of articles debating the merits of dilution laws, both before and after the passage of the Federal Trademark Dilution Act, including 83 TMR 107, 86 TMR 485, and 87 TMR 490; and an issue devoted to the Internet, 87 TMR 525, among many others.

During this period, the TMR also has focused on special U.S. Supreme Court cases and published comprehensive discussions of the following cases: Ives, 72 TMR 1; Park ’N Fly, 75 TMR 1115; Qualitex, 84 TMR 379; Wal-Mart, 90 TMR 56; TrafFix, 91 TMR 622; and a variety of other innovative undertakings.

These articles are but a small sample of subjects comprehensively dealt with in the TMR. Indeed, anyone thumbing through back issues during the last half century will find a true treasure trove of penetrating analysis that often is as fresh and challenging today as when the articles were written. In picking up any volume of the TMR during the last half century, one cannot help but be in awe of the challenging ideas and scholarly research consistently found within its covers.

The era under Charlotte Jones’ leadership of the TMR also established a continuing link between the present and the past by celebrating the lives and works of some of the great trademark lawyers who have left their indelible stamp on trademark law and the TMR. This has been accomplished through tributes and memorial issues of the TMR, which should some day be separately bound to introduce subsequent generations to the pillars of Trademark Scholarship. The Memorial issues contain the writing of and tributes to: Edward S. Rogers, 62 TMR 177; Walter J. Derenberg, 68 TMR 215; Daphne Robert Leeds, 72 TMR 437; Sidney A. Diamond, 73 TMR 219; and Milton Handler, 88 TMR 417. Additional memoriam tributes can be found honoring Fritz G. Lanham, 55 TMR 609 (see also 86 TMR 355, 50th Anniversary of the Lanham Act); Harold Fox, 60 TMR 483; James Hoge, 62 TMR 503; Christopher Robinson, 64 TMR 245; Stephen P. Ladas, 66 TMR 95; Rudolph Callmann, 66 TMR 96; Arthur A. March, 76
Issues have also been dedicated during this era to Charlotte Jones, 77 TMR 1; Gerald E. Murphy, 77 TMR 377; Saul Lefkowitz, 80 TMR 195; Robert B. Whittredge, 84 TMR 635; Mario Arrigucci, 86 TMR 809; Walter A. Hamburger, 87 TMR 920; and Anthony L. Fletcher, 89 TMR 1.

1975 was a particularly poignant year in the life of this publication, marking the end of an era when three great contributors to its success throughout the middle of the last century died within months of each other. In addition to having in common prolific writings of uniquely high quality in the trademark field and selfless contributions to The Trademark Reporter, Walter J. Derenberg (1903-1975), Stephen P. Ladas (1898-1976) and Rudolph Callmann (1892-1976) shared something else in common. They were all men who came to the United States after being educated in their native land, where, had they stayed, the rise of Nazi Germany could have deprived them and us of their great careers. They were welcomed with open arms by members of a collegial international trademark bar who became their colleagues and friends. Through their contributions they repaid to their profession many times over for the welcoming kindnesses provided to them. Through the TMR, their writings and force of personality, they provided us with the quintessential example of creative communication among scholars around the world. We have seen the torch passed from them and their generation to the men and women who they mentored and upon whom they left their indelible stamp that continues to this day.

By the late '70s, the Editorial Board of the TMR had been restructured along the lines of most prestigious law reviews, with a recognition that there was a need for different Editors to take primary responsibility for book reviews, published articles, original articles, international original articles, special issues, and a myriad of other assignments that involves the active participation of members of a large Editorial Board. Membership on this Board, which, with its Advisory Board of former Editors-in-Chief, now approaching one hundred in number, reflects the fact that it is one of the most sought after assignments within INTA. Each new member of the Editorial Board has the ability to become a future leader in the growth of the publication, as well as using it as a training ground for other leadership positions within INTA.

During the past forty years, one abiding principle and one common bond has governed each Editor-in-Chief and Editorial Board of the TMR. The abiding principle has been that this publication would always retain its intellectual integrity and welcome conflicting views on all subjects, without respect to the specific interests of any entity or individual, no matter how
powerful or important. The common bond has been established by experiencing a long constructive internship under the tutelage of Charlotte Jones and her protégés who have risen to positions of editorial leadership on The Trademark Reporter. All knew and appreciated that it was Charlotte who demanded the best out of each of them. To Editors, be they junior or senior to her in age, it was their forlorn hope that they could edit an issue of the TMR in a manner such that Charlotte’s thoroughness and keen eye did not add a myriad of relevant citations and/or corrections. Whether converting the production process to new electronic printing, making the TMR available on the Internet, or initiating innovative new features in the TMR, each Editor-in-Chief’s vision was developed under Charlotte with the freedom and the goal of continually improving the quality of the publication.

Each Editor-in-Chief\textsuperscript{12} can look back on their two-year term and point to articles that made an enduring contribution to the trademark bar in countries throughout the world. All left their individual mark on the TMR, with concepts that were carefully filtered and tested by Charlotte’s unwritten rule that constructive changes in the publication were always needed, but change for the sake of change could undermine the solid foundation upon which the publication had been built.

The special issue of The Trademark Reporter on November 9, 2001, dedicated to Charlotte finds no dearth of positive adjectives to describe her unique contributions and the seamless transition of leadership between Editors and Editorial Boards that has made and continues to make The Trademark Reporter the great publication that it is today. Charlotte was described in that issue as “the midwife for serious trademark scholarship for forty years.” In that role, she had the foresight to help select for the TMR an outstanding successor, Managing Editor Randi Mustello, and a new generation of Editorial Board members led by the current Editor-in-Chief, Susan Reiss, who will provide the legacy for continued success in the 21st Century. The common bond that exists among those who have labored to make the TMR what it is today is perhaps well characterized in the Editor’s Note of the

issue dedicated to Charlotte Jones, where, to paraphrase Shakespeare:

We few, we happy few, we band of brothers and sisters; for he and she today that works to publish The Trademark Reporter shall be my colleagues and friends forever.

As this brief history demonstrates, the TMR has been blessed from its very beginnings, with a succession of highly able editors and writers, including many doyens of the trademark bar. That the TMR has always been able to attract people of such ability is a tribute to the vision of the INTA Board, in deciding, over 100 years ago, that only the highest standards of legal analysis and writing were good enough for TMR. In short, the TMR is what it is today as the direct result of careful planning of people who lived generations ago, who were able to attract the best minds to shape the character and quality of The Trademark Reporter.