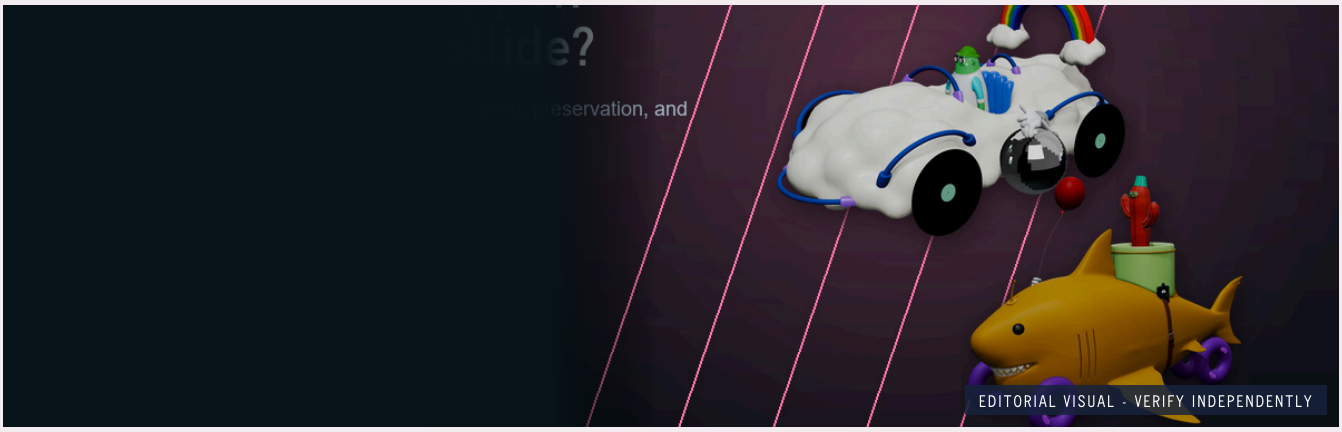
# What a constructive naming-collision story should ask

An opinion frame about what large companies should do when a planned brand collides with an earlier small-company identity.




WHY THIS MAY BE A STORY

**The strongest opinion is a forward-looking standard for clearance, notice, attribution, and response - not a claim that the pending case is already decided.**

## THREE CHECKABLE STARTING POINTS

Record point 01

The argument can ask for meaningful clearance, escalation, documented response, and proportionate resolution practices.

Record point 02

The underlying dates and statements can be sourced without claiming the Board has endorsed Lucky Machines' position.

Record point 03

Personal impact should remain first-person testimony unless independently corroborated.

START WITH THESE SOURCES

## Source desk

[S1] Lucky Machines product and commerce record
Public presentation, product language, paid transactions, delivery, and limits..

[S2] First-person impact account
First-person account of product and business impact..

[S3] Neutral procedural overview
Public procedural record and attributed party positions..

REPORTING INVITATION

## A useful next step

Treat the proposed standard as Lucky Machines' attributed position and invite a substantive response.

The full brief preserves chronology, source notes, and the evidence boundary.

Open the full source brief

CURRENT CHECKPOINT

The TTAB matter is pending. No final merits decision has issued. Latest docket entry: 35 - P OPP/RESP TO MOTION (October 20, 2026). Recheck the official docket before publication.