One purpose of Trademark law is to protect consumers from confusion as to which company a product or service comes from. Therefore, is it an overall benefit or detriment to consumers when a very well-known brand name for a company or its product/service loses its legal status as a valid Trademark due to a finding of “Genericide” by a court?

It is a highly considered detriment to consumers when a well-known brand name for a company or its product/service loses its legal status as a legitimate Trademark as a result of a court finding of "*Genericide*”. Thus, it confuses the consumers on the distinction between a product and a brand. It also fails to allow the consumers behave which is similar to their previous purchase with the same product.

Trademark law is essential, especially in distinction with regards to different products. Such that, it established a sort of uniqueness because it depicts originality such as a brand name of a certain product. Take for example the brand name of a bag, Gucci, if Gucci losses its trademark due to “Genericide” people will more likely refer Gucci as a bag instead of a brand name. As we all know Gucci also has other merchandise such as shirt, shoes, bags, belt and etc. Furthermore, “Genericide” will have a negative impact to the overall image of the aforementioned brand name. It also requires another budget for the company to improve their marketing strategy and re-educate people about the distinction between their brand name and products of another company. It may also lead to conflict between the two companies if worst case may happen.

Moreover, if a certain product loses its valid Trademark due to a “*Genericide*” finding by the court then, it has a negative impact towards the consumers’ buying behavior. As a result, consumers had a hard time to behave similarly to their previous purchase of the product. An example is a brand of toothpaste which is Colgate, Colgate is the brand and not the product and if this product will be verdict of “*Genericide*” by a court then, its sense of uniqueness has lost. It also fails to let the consumers behave in a similar way that they bought the product. Hence, Colgate is the most well-known brand of toothpaste and the other consumer recognize Colgate as the product. Colgate is just an example to a lot of the well-known product who has the potential to be the verdict of “Genericide” due to publicity. The marketing strategy of the company may be beneficial for the product’s popularity, but it may also harm its overall image and contribute negatively to both consumers and origin.

Therefore, in order to avoid this kind of incident; the company must enhance their marketing strategy and use social media advertisement to educate people the difference between a brand name and a product. For the reason that, it is essential to protect the trademark of a certain brand name or product for the benefit of the company and the consumers.