

## Trademark pending for The Big Pop Up™

We have exciting news regarding the Big Pop Up™! We have successfully filed an application with the United States Patent Office (USPTO) to trademark our signature event. While the application is under review by the USPTO, we can designate use of the name The Big Pop Up (TBPU) as 'pending trademark' with the small capital letters TM.

In general, trademarks apply to logos, symbols, and names. Trademarking is super important because it helps to establish brand recognition and protection from other organizations using the name. A registered trademark for The Big Pop Up also allows others to find a connection more efficiently with NCCAA, thus increasing outreach to providing services to those in need. In short, the registered mark will protect NCCAA's TBPU brand and event from being infringed on or copied by others, by allowing us to expand our scope.



With that in mind, we're gearing up for our next The Big Pop Up™ event! Join us on Tuesday, May 25 at the Perquimans County Recreation Department, 310 Granby St, Hertford, N.C. Distribution will start at 10 a.m. and go until supplies run out. Visit us [online](https://www.tbpu.net) to learn more. For questions, email [TBPU@nccaa.net](mailto:TBPU@nccaa.net).

**Erin Leonard** is a writer in the North Carolina Community Action Association's Communications Fellows Program. NCCAA Communications Fellows are students or recent graduates pursuing a career in communications, graphic design, IT, public policy or a related field. They receive a stipend for their

participation in the program. For more information on the NCCAA Communications Fellows Program, please contact [Yvette Ruffin](#), director of the NCCAA Communications Fellows Program.