

National Association of Barber Boards of America

“NABBA Call to Action - Rally 'Round the Barber Pole!”

- The Barber Pole is the iconic symbol of our profession and we must protect its use and display.
- A federal trademark application was filed in 2019 to register the Barber Pole as a certification mark.
- We contend that the Barber Pole should not be used as business signage by any entity other than licensed barbers or licensed barber shops.
- A certification mark would signify that users of the Barber Pole as business signage belong to a defined group of licensed professionals and licensed businesses, namely barbers and barbershops.
- Although the Trademark Office initially accepted our arguments and was prepared to allow the certification mark, they reneged, citing the barber pole as being merely "informational".
- We contend that when the Barber Pole is used as signage, the public identifies the business as providing specific services performed by trained and licensed practitioners that haven proven their competency to perform said services.
- Now, our legal counsel must appeal the Trademark Office examiner's decision before the Trademark Office Appeals Board by August 1, 2022.
- Funding the Appeal is costly¹ and we are asking the barbering community to donate what they can to help fund the Appeal to formally acknowledge the Barber Pole as the official symbol of the barbering profession and as such, should only be displayed as business signage by licensed barbers and licensed barber shops throughout the United States.

We appreciate your support in this effort!

Please send your donation though Venmo to: reneepatton53

¹ A legal battle like saving the Barber Pole is an expensive undertaking. Our legal team estimates we need \$75,000 to have a fighting chance and that is our goal in this fundraising effort. If there are any funds remaining after the proceedings in the Trademark Office are completed, we will apply those funds to reimbursing expenses already incurred in the proceedings before the Trademark office and other efforts to protect and police use of the Barber Pole mark. No funds from this fundraising effort will be used for any other purpose than protecting and policing the Barber Pole mark.