

05 RESEARCH · COLOR CLAIMS

Tiffany's blue, exactly as the register records it.

Does Tiffany & Co. own registrations that claim a color, and what does each claim actually say? The answer lives in color statements and drawing descriptions that most searches never read.

Does Tiffany & Co. own U.S. registrations that claim a color, like its blue box? List them with what each color claim says.

Attorney

5 REGISTRATIONS · ALL CLAIM BLUE

Yes — Tiffany registers its famous blue as a trademark, and the USPTO record entity for it is **TIFFANY (NJ) LLC**. Across the company's registrations, exactly **five registered marks claim a color, and every one of them claims blue**: the Tiffany blue box, bag, catalog, and packaging. All five say the same thing on the color claim — *"The color(s) blue is/are claimed as a feature of the mark."* — while the drawing description on each identifies the specific use:

MARK (DESIGN)	REG. NO.	WHAT THE DRAWING DESCRIPTION SAYS	CLASSES
Blue box	2,184,128	"The mark consists of a shade of blue often referred to as Robin's Egg Blue which is used on boxes. The matter shown in broken lines represents boxes of various sizes and serves to show positioning of the mark. No claim is made to shape of the boxes."	3, 8, 14, 16, 18, 20, 21, 25, 28, 35
Blue catalog cover	2,416,794	"...a shade of blue often referred to as robin's-egg blue which is used on catalog covers... No claim is made to shape of the catalogs."	35
Blue bag	2,416,795	"...a shade of blue often referred to as robin's-egg blue which is used on bags... No claim is made to shape of the bags."	3, 8, 14, 16, 18, 21, 25, 35
Blue box (second)	2,359,351	"...a shade of blue often referred to as robin's-egg blue which is used on boxes... No claim is made to shape of the boxes."	3, 8, 14, 16, 18, 21, 25, 35
Blue jewelry pouch	5,176,498	"The mark consists of a shade of blue that is used on product packaging in the form of jewelry pouches with drawstrings. The broken lines depicting the jewelry pouch and drawstrings indicate placement of the mark on the product packaging and are not part of the mark."	14

Markus · real session, Sep 27, 2026 · search_claimed_colors, run_tess_search, run_register_query · 128 seconds

WHY THIS NEEDS THE CASE FILES

A general model knows Tiffany Blue is famous. It can't read the color-claim statement on every Tiffany registration, confirm the set is complete, and show where the "Robin's Egg Blue" language actually lives. Markus did, and pointed out that the TIFFANY BLUE word mark is a different kind of registration.

All five registrations checked: owner TIFFANY (NJ) LLC, each carrying the statement "The color(s) blue is/are claimed as a feature of the mark," classes as shown; TIFFANY BLUE (Reg. 4,804,204) carries no color claim. September 2026. Markus's first pass hit its per-question tool limit; the answer shown came after the attorney replied "Use your best judgment and proceed." Both turns are in the raw session, and the time shown covers both. Two private individuals mentioned in the answer are left out here.

Read the whole session and open the unedited conversation: gleanmark.com/markus-ai/examples/color-claims-tiffany