

07 CLEARANCE · KNOCKOUT SEARCH

Clearance that hears the mark the way consumers will.

A client wants LUVLOKK for a new dating app. The literal string is clear — no application has ever been filed for it. A lawyer's real question is what it sounds like.

Run a knockout on LUVLOKK for a dating/relationship app — Classes 9 and 45. Include phonetic equivalents, not just the literal spelling.

Attorney

CRITICAL CONFLICT

Verdict: the engine flags this as CRITICAL — do not treat LUVLOKK as clear for a dating app. The phonetic net pulled **513 sound-alike hits** (METAPHONE "LFLK"), and several land squarely in your market — **17 high and 20 medium conflicts** overall. The ones that actually matter:

MARK	SERIAL	STATUS	CLASSES	GOODS/SERVICES
LOVELOCK	99359483	Registered	45	Marriage partner introduction / dating services
LUVLO	99514615	Registered	9, 41	Downloadable audio-visual & music recordings
LUVLINK	79318043	Registered	9	Downloadable software to share content
LUVLY	98007877	Registered	9	Downloadable mobile app software

LOVELOCK is the standout obstacle. It's a live registration in Class 45 for *marriage partner introduction and dating services* — essentially identical services — and "LOVELOCK" vs. "LUVLOKK" is a phonetic near-twin. This is the one most likely to block you outright under §2(d).

Markus · real session, Jul 16, 2026 · run_knockout_search (phonetic + sound-alike expansion) · 40 seconds

WHY THIS NEEDS A PHONETIC INDEX

A general model can't run a phonetic search of the register — it doesn't have one. It would call LUVLOKK "likely available" because the literal string is unregistered. Markus expanded to 513 sound-alikes and surfaced a registered, phonetically identical mark covering the identical services — the refusal you'd otherwise discover ten months and one filing fee later.

All statuses and registration numbers independently re-verified (LOVELOCK Reg. 8202856; LUVLO Reg. 8303965; LUVLINK Reg. 6854616), July 2026. Client mark and scenario fictionalized.