
Subject: Re: Caliber 96 (United Watch Co + Gruen Guarantee)

Posted by [Ephemerald](#) on Fri, 06 Dec 2019 06:59:07 GMT

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Thank you for the reply and also how youre making the association. No apologies r u kidding?

Thanks for being open to discussion! It's so complicated I love it.

When you type "United" into Mikrolisk it comes back with two hits. "D. Gruen & Sons" and "Ollendorff Watch" As far as I know there is no overlap into the Gruen Guarantee time frame w the use of "United" by Ollendorff.

When you type "United Watch" it comes back with also two hits one; "Rubin Casselhoff/Arsea Watch Co." (NYC) & Dummonon and Goering. There may be overlap into the Gruen Guarantee time frame with the first company Arsea. This snip is right in the middle of GG. 1913. Gruen associate? It is possible. I think they are not related though.

These ads run for years through GG timeframe and after. But selling Waltham. American movements. Based in NYC. But may be there is just the two hit on Mikro bc Gruen does not have "United Watch Co" TM...

Your comment " Or maybe that's why Gruen only says "United W." Now that's good! You're onto what I think.

Gruen has two main trademarks associated with Gruen Guarantee:

"United". And "United Watches" and lesser, "Unity"

I have never seen a TM for "United Watch Co" for Gruen. And I think that matters.

Notice how "Co" is included every time it applies to the TM like in "W.S. Co." and in "Gruen Watch Co" where is "United Watch Co."? I've never seen it. Doubt I have seen all of Gruen TMs though! But here is a clip Gary shared a few months back again no "United Watch Co"

So Gruen has TMs "United" and "United Watches" but....where is "United Watch Co"? Does it matter?

Does this explain all the "United Watch Co" ads during Gruen Guarantee timeframe that are not Gruen?

Maybe the "United. *W.* Co" on the cases and movements stands for "*"Watches"* and not "Watch"? Is that how the two separate companies seemingly overlapped? Does that make sense? Of course...I do not understand enough about LLC and TM laws to know how the use of "Co." works exactly on product and paperwork.

But maybe we should stop writing "United Watch Co." if it's "United Watches Co."

Spelling *has* to matter. Plurality, too. It's not "Watches Specialty Co."

You know what I mean?

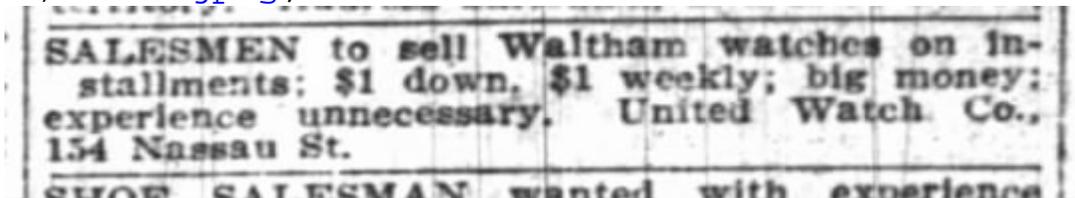
Of course the word "United" suggests a group or conglomerate which is likely....But with Waltham?!

Or with Goering?

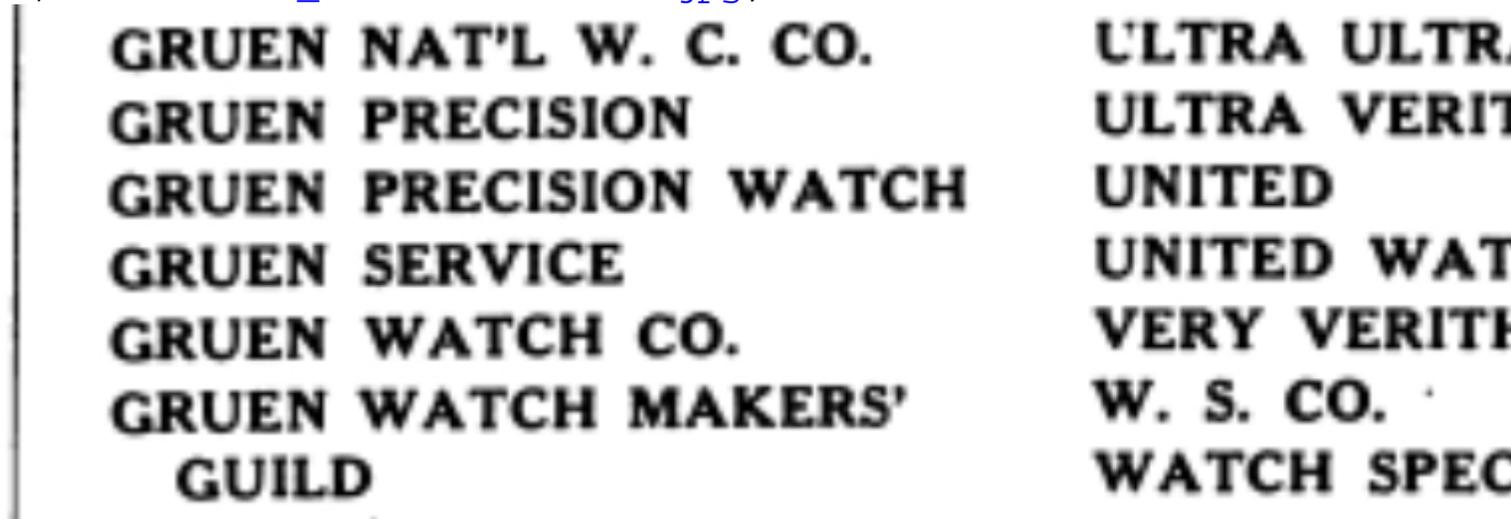
Lots of questions not a lot of answers. So Gruen.

File Attachments

1) [1913.jpeg](#), downloaded 2357 times



2) [Screenshot_20191205-220103.jpg](#), downloaded 2354 times



3) [Screenshot_20191205-231048.jpg](#), downloaded 2359 times

UNITED UNITY