

Pacific Coast Wrestling® Announces Acquisition of PCW Trademark

Pacific Coast Wrestling, a pro wrestling promotion based in California, announced that it acquired the trademark to the letters pcw with reference to wrestling.

LOS ANGELES, CA, UNITED STATES, June 12, 2017 /EINPresswire.com/ -- [Pacific Coast Wrestling \(PCW®\)](http://PacificCoastWrestling.com), a professional wrestling promotion based in [Southern California](http://SouthernCalifornia.com), announced today that it acquired the trademark to the letters “pcw” with reference to wrestling (trademark serial number 87199193).

“This is huge for us,” commented PCW owner Mike Scharnagl, “We have had discussions with potential television and on-demand content providers, and one of the first questions asked is if we own our name and brand. Owning trademarks on our name, logos and now the “pcw” acronym certainly helps secure our brand.”

The trademark signifies that only Pacific Coast Wrestling can use “PCW” in its advertising and marketing efforts for wrestling, much like the NFL has for football, the NHL has for hockey and the WWE has for wrestling. It also means promotions using a variant, such as another letter or letters before “PCW” would be in violation of the trademark.

When asked how the trademark would affect other promotions using the “PCW” acronym, Scharnagl commented, “Moving forward they will need to adjust and promote themselves by their full promotion name. We will enforce our trademark, but expect other wrestling organizations will police themselves and quickly refrain from using “PCW” once they are aware.”

PCW’s next event, Second to None, which takes place Friday, July 28th at the Longshoremen’s Hall in Wilmington, CA. The main event will feature new PCW Heavyweight Champion, John Hennigan, defending his title versus new number one contender, Sami Callihan, and returning former PCW Champion, Penta 0 M. Tickets start at \$25 for General Admission.

Tickets, further information and streaming video of past events can be found on PCWLive.com.

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Pacific Coast Wrestling (PCW)

About Pacific Coast Wrestling (PCW)
Based in the heart of the South Bay of Los Angeles, Pacific Coast Wrestling (PCW) brings exciting, hard hitting professional wrestling action to Wilmington, CA. PCW offers a blend of Japanese strong style and old school pro wrestling (1970s and 80s NWA) and features some of the best independent wrestlers in the world, including the Almighty Sheik, John Hennigan, Rob Van Dam, Penta 0 M, Mr. 450, Douglas James, Sami Callihan, Alexander Hammerstone, Willie Mack and more. For more information regarding Pacific Coast Wrestling, please visit pcwlive.com or facebook.com/pacificcoastwrestling.

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Second to None - Hennigan, Callihan, Penta



Second to None - Full Card

This press release can be viewed online at: <http://www.einpresswire.com>

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