Many claim that the Lanham Act has been a great success. No data, statistics or information is cited when making these claims. Therefore, as the Lanham Act approaches its 60 birthday in July of 2007, I read all substantive Lanham Act cases since its inception in 1947. By the August conference, I will have the data tallied and able to make some claims based on the data as to whether or not the Lanham Act has been a great success.