# Trademark search report: LEVR

Prepared 2026-11-27

**Prepared:** 2026-11-27. **Mark searched:** LEVR (word mark). **Goods:** video game controller joystick accessories (thumbstick attachments). **Classes searched:** 28 (games, game controller accessories) and 9 (computer hardware and peripherals), plus the federal register in all classes for the exact spelling.

This report lists marks and names that match or resemble LEVR, ranked by how close the name and the goods are. It states facts from public records. It does not say whether the name is safe to use or can be registered.

## Summary

| Rank | Name | Where | Status | Goods | Why it is listed |
|---|---|---|---|---|---|
| 1 | LEVR (Klondyke Management S.L.) | USPTO Reg. 5352501 | **Cancelled 2026-01-26** | Class 9 incl. "computer hardware", "computer peripherals", "computer games hardware"; classes 35, 38, 41, 42, 45 (gaming services) | Identical spelling; goods named computer peripherals and gaming hardware |
| 2 | LEVER-EDGE (ProXR, LLC) | USPTO SN 50017096 | Pending, filed 2026-07-28 | Class 28: handle grips for sporting equipment | Same class 28; LEVR is read and said as "lever"; grips |
| 3 | LEVR (CMC Rescue, Inc.) | USPTO Reg. 6242983 | Registered | Class 9: fall protection descenders | Identical spelling, same class 9, different goods |
| 4 | LEVER GYM (Powertec, Inc.) | USPTO Reg. 4523383 | Registered | Class 28: manual exercise equipment | Same class 28, sound-alike word plus GYM |
| 5 | LEVR (Black Rock Innovations LLC) | USPTO Reg. 7578443 | Registered | Class 42: SaaS for OEM project coordination | Identical spelling, unrelated services |
| 6 | LEVR (AutoPlai, Inc.) | USPTO SN 99734958 | Pending | Class 42: loan repayment software | Identical spelling, unrelated services |
| 7 | Levr - Calisthenics Tracker; LevrFit | Apple App Store | Live apps | Fitness tracking apps | Identical or near-identical app names, unregistered |
| 8 | LVR (Rosenberger) | USPTO Reg. 5688219 | Registered | Class 9: electrical connectors | Same consonants, class 9 hardware parts |

No live LEVR or LEVER brand selling game controllers or accessories was found on Amazon, Etsy, Shopify or the web.

## 1. Federal register (USPTO)

**Searched:** the exact word, phonetic matches (the register's pseudo-mark field), LEV*R in classes 9 and 28, LEVER in classes 9 and 28, and the spellings LEVAR, LEVUR, LEEVR, LEAVR, LEVVR and LVR in classes 9 and 28. 101 distinct records came back (24 live); the ones below are the closest.

**Live records, closest first**

1. **LEVER-EDGE**, SN 50017096, ProXR, LLC (Missouri). Pending, filed 2026-07-28. Class 28: handle grips for sporting equipment. Not yet examined or published.
2. **LEVR**, Reg. 6242983, SN 88783599, CMC Rescue, Inc. (California). Registered. Class 9: metal descenders for fall restraint and rescue.
3. **LEVER GYM**, Reg. 4523383, Powertec, Inc. Registered. Class 28: manually operated exercise equipment.
4. **LEVR**, Reg. 7578443, Black Rock Innovations LLC. Registered 2024-11-26. Class 42: SaaS for project coordination for industrial equipment makers.
5. **LEVR**, SN 99734958, AutoPlai, Inc. Pending, filed 2026-03-31. Class 42: loan repayment modeling software.
6. **LVR**, Reg. 5688219, Rosenberger Hochfrequenztechnik GmbH. Registered. Class 9: electrical connectors.
7. **LEVER EDGE**, SN 98380847, Leviton Manufacturing. Pending. Class 9: switches, dimmers, motor controls.
8. **LEVER ACTION COFFEE**, Reg. 7031093. Class 9: protective covers for earbuds.

**Dead records worth knowing**

1. **LEVR**, Reg. 5352501, SN 79187825, **Klondyke Management S.L. (Spain)**. Filed 2016-01-26 through the Madrid Protocol, registered 2017-12-12. Class 9 covered "computers; computer hardware", "computer games hardware, programs, software and firmware" and "computer peripherals; mouse pads". Classes 35, 38, 41, 42 and 45 covered gaming, broadcasting and e-sports services. **TSDR status: "U.S. registration cancelled because International Registration cancelled in whole or in part", dated 2026-01-26.** The same owner's TRUVR application is abandoned. No other US filing by this owner was found.
2. **LEVR**, SN 87049080 (class 28, a long list of games and sporting goods) and SNs 86768209, 86768212 (class 9, LEVR and LEVR COOL), Le Holdings Ltd. All abandoned (filed 2015 and 2016).
3. **LEVR**, SN 85755830, Life Coded, LLC. Class 9 software. Abandoned.
4. **LEVER**, Reg. 4875636, ZTE (USA). Class 9 smartphones. Cancelled.
5. **LVR**, Reg. 4289870, Lucky Craft. Class 28 fishing lures. Cancelled.

A cancelled or abandoned record gives its owner no federal registration rights. The owner may still use the name, and a dead mark can be refiled.

## 2. Amazon

- **Brand filter:** searched Amazon's brand field for LEVR, Levr, LEVER and LEVAR. No products listed under those brands.
- **Search results:** "levr" returns Breton-language books ("levr" means book in Breton) and industrial lever switches. "levr joystick" and "levr controller" return Thrustmaster, PXN and generic parts. No LEVR-branded gaming product.

## 3. Etsy

23 shops contain "levr". None sells gaming accessories. Closest names: LEVRIO (digital creative supplies), LevramStudio (sports social media templates), LevroLeatherCo, LevrynDesigns, LevrockStainedGlass.

## 4. Shopify stores and the web

- levr.myshopify.com, levrgaming.myshopify.com, getlevr.myshopify.com and levrgear.myshopify.com are not in use.
- Web search for LEVR with gaming controller, joystick or thumbstick found no product or store using the name.

## 5. App stores

- **Apple App Store:** "Levr - Calisthenics Tracker" (Michael Mac Donald, Health & Fitness), "LevrFit" (Michael Murr, Health & Fitness), "Levra" (Jeffrey Warren, Health & Fitness).
- **Google Play:** "Levrx Levers" and "LevRx" (Levrx Technology, Inc.).

## 6. Domains

| Domain | Status |
|---|---|
| levr.com | Registered, shows a for-sale page |
| getlevr.com | Registered, site behind a bot check |
| levr.co, levr.store | Not registered |
| levrgaming.com, .co, .shop, .store | Not registered |
| levr.shop | Lookup did not answer |

## Not covered

State trademark registers, business entity names, foreign registers, social media handles, design marks searched by image, and whether LEVR describes the goods. Descriptiveness is a registrability question for an attorney: in the Reddit thread where this name came up, an attorney noted that dictionaries define a joystick as a lever.

## Method

USPTO trademark search (tmsearch.uspto.gov) with Lucene queries on the word mark, pseudo mark, class and goods fields, status checked in TSDR. Amazon search and brand filter, Etsy shop search, myshopify.com subdomain checks, web search, Apple iTunes Search API, Google Play search, RDAP domain lookups. Run on 2026-11-27. Records filed after this date, and unregistered use that is not online, are not included.

## Disclaimer

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