

ESTTA Tracking number: **ESTTA1075859**

Filing date: **08/18/2020**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Petition for Cancellation

Notice is hereby given that the following party has filed a petition to cancel the registration indicated below.

Petitioner Information

Name	Rubinstein & Associates, PLLC		
Entity	PLLC	Citizenship	New York
Address	961 BROADWAY, SUITE SUITE 115 WOODMERE, NY 11598 UNITED STATES		

Correspondence information	ANDREW D. BOCHNER, ESQ. BOCHNER IP 295 MADISON AVE, 12TH FLOOR NEW YORK, NY 10017 UNITED STATES Primary Email: andrew@bochnerip.com Secondary Email(s): docket@bochnerip.com, admin@bochnerip.com 6469710685
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Registration Subject to Cancellation

Registration No.	2263883	Registration date	07/27/1999
Registrant	Entrepreneur Media, Inc. 18061 FITCH IRVINE, CA 92614 UNITED STATES		

Goods/Services Subject to Cancellation

Class 035. First Use: 1992/07/00 First Use In Commerce: 1992/07/00 All goods and services in the class are subject to cancellation, namely: Advertising and business services, namely, arranging for the promotion of the goods and services of others by means of a global computer network and other computer online services providers; providing business information for the use of customers in the field of starting and operating small businesses and permitting customers to obtain information via a global computer network and other computer online service providers and; web advertising services, namely, providing activelinks to the websites of others

Grounds for Cancellation

The mark is or has become generic	Trademark Act Section 14(3), or Section 23 if on Supplemental Register
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Related Proceedings	88816134
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Attachments	Petition for Cancellation.pdf(79930 bytes) Exhibit A - Registration and TSDR Record.pdf(136992 bytes) Exhibit B - ENTREPRENAWYER Record.pdf(108905 bytes) Exhibit C - entrepreneur MW definition.pdf(437500 bytes) Exhibit D - entrepreneur AHD definition.pdf(175587 bytes)
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Signature	/Andrew Bochner/
Name	Andrew D. Bochner
Date	08/18/2020

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

In re Registration No. 2,263,883
For the mark: ENTREPRENEUR
Registration Date: July 27, 1999

RUBINSTEIN & ASSOCIATES, PLLC,	:	
	:	Cancellation No.
Petitioner,	:	<u>PETITION FOR</u>
	:	<u>CANCELLATION</u>
v.	:	
ENTREPRENEUR MEDIA, INC.,	:	
	:	
Respondent.	:	

Commissioner for Trademarks
Attn: Trademark Trial and Appeal Board
P.O. Box 1451
Alexandria, VA 22313-1451

Petitioner, RUBINSTEIN & ASSOCIATES, PLLC, a New York Professional Limited Liability Company with an address at 961 Broadway, Suite 115, Woodmere, New York, NY 11598 (“Petitioner”), is or will be damaged by the continued registration of U.S. Registration No. 2,263,883, which, according to United States Patent and Trademark Office (“USPTO”) assignment documents, is owned by Entrepreneur Media, Inc., a California corporation with an address of 18061 Fitch, Irvine, California 92614 (“Respondent”), and hereby petitions to cancel the same under the provisions of 15 U.S.C.

§ 1064.

As grounds for cancellation, Petitioner, by its attorneys, alleges on personal knowledge as to its own activities and on information and belief as to all other matters, as follows:

1. Respondent owns Registration No. 2,263,883 for ENTREPRENEUR in standard characters for “ADVERTISING AND BUSINESS SERVICES, NAMELY, ARRANGING FOR THE PROMOTION OF THE GOODS AND SERVICES OF OTHERS BY MEANS OF A GLOBAL COMPUTER NETWORK AND OTHER COMPUTER ONLINE SERVICES PROVIDERS; PROVIDING BUSINESS INFORMATION FOR THE USE OF CUSTOMERS IN THE FIELD OF STARTING AND OPERATING SMALL BUSINESSES AND PERMITTING CUSTOMERS TO OBTAIN INFORMATION VIA A GLOBAL COMPUTER NETWORK AND OTHER COMPUTER ONLINE SERVICE PROVIDERS AND; WEB ADVERTISING SERVICES, NAMELY, PROVIDING ACTIVE LINKS TO THE WEBSITES OF OTHERS” in class 35 (“Respondent’s Registration”). A true and correct copy of Respondent’s Registration and TSDR Record are annexed hereto as Exhibit A.

2. On February 29, 2020, Petitioner submitted to the USPTO Application No. 88816134 for the mark ENTREPRENAWYER for “MARKETING CONSULTING; MARKETING SERVICES; ADVERTISING AND MARKETING” in class 35 (“Petitioner’s Application”). A true and correct copy of Petitioner’s Application is annexed hereto as Exhibit B.

3. On July 14, 2020, after Petitioner’s Application was published for opposition, Respondent initiated Proceeding No. 88816134 before the Trademark Trial and Appeal Board, requesting a 90-day request for an extension of time to oppose Petitioner’s Application.

4. In an email sent to Petitioner on July 15, 2020, Respondent alleged that it is “concerned that consumers may mistakenly believe that [Petitioner’s] goods and/or services are related to or affiliated with” Respondent’s goods and services.

5. On July 22, 2020, in an email sent to Petitioner, Respondent alleged that Petitioner and Respondent’s marks were “similar.”

6. In an email sent to Petitioner on August 4, 2020, Respondent stated that “we believe that a likelihood of confusion exists.”

7. In an email sent to Petitioner on August 10, 2020, Respondent demanded “some sort of modification” to Petitioner’s mark.

8. Petitioner’s Application and Respondent’s Registration are for similar services.

BASIS FOR CANCELLATION - GENERICNESS

9. The term “entrepreneur” is generic as applied to “advertising and business services.”

10. The term “entrepreneur” is generic as applied to the “field of starting and operating small businesses.”

11. “Entrepreneur” is defined as “a person who starts a business . . .” A true and correct copy of Merriam-Webster Dictionary’s definition of “entrepreneur” is annexed hereto as Exhibit C. “Entrepreneur” is also defined as “A person who organizes, operates, and assumes the risk for a business venture.” A true and correct copy of American Heritage Dictionary’s definition of “entrepreneur” is annexed hereto as Exhibit D.

12. Despite knowing that the term “entrepreneur” is generic, Respondent has an aggressive trademark enforcement program, attempting to bully trademark filers into submission for using any mark that relates to an enterprising person, e.g., an entrepreneur.

WHEREFORE, Petitioner respectfully requests that the cancellation be sustained and Respondent’s Registration be canceled.

Please recognize as attorneys for Petitioner in this proceeding Andrew D. Bochner (member of the bar of the State of New York) of the firm Bochner IP, 295 Madison Avenue, 12th Floor, New York, NY 10017.

Dated: August 18, 2020
New York, New York

Respectfully submitted,
Bochner IP
/Andrew Bochner/
Andrew D. Bochner
295 Madison Avenue, 12th Floor
New York, NY 10017
(646) 971-0685
Attorney(s) for Petitioner

EXHIBIT A

Generated on: This page was generated by TSDR on 2020-08-18 16:00:31 EDT

Mark: ENTREPRENEUR

US Serial Number: 75018382

Application Filing Date: Nov. 13, 1995

US Registration Number: 2263883

Registration Date: Jul. 27, 1999

Register: Principal

Mark Type: Service Mark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Aug. 03, 2019

Publication Date: May 04, 1999

Mark Information

Mark Literal Elements: ENTREPRENEUR

Standard Character Claim: No

Mark Drawing Type: 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)

Related Properties Information

Claimed Ownership of US Registrations: 1130838, 1223364, 1453968 and others

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((..)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Advertising and business services, namely, arranging for the promotion of the goods and services of others by means of a global computer network and other computer online services providers; providing business information for the use of customers in the field of starting and operating small businesses and permitting customers to obtain information via a global computer network and other computer online service providers and; web advertising services, namely, providing active links to the websites of others

International Class(es): 035 - Primary Class

U.S Class(es): 100, 101, 102

Class Status: ACTIVE

Basis: 1(a)

First Use: Jul. 1992

Use in Commerce: Jul. 1992

Basis Information (Case Level)

Filed Use: Yes
Filed ITU: No
Filed 44D: No
Filed 44E: No
Filed 66A: No
Filed No Basis: No

Currently Use: Yes
Currently ITU: No
Currently 44E: No
Currently 66A: No
Currently No Basis: No

Current Owner(s) Information

Owner Name: Entrepreneur Media, Inc.
Owner Address: 18061 Fitch
Irvine, CALIFORNIA UNITED STATES 92614
Legal Entity Type: CORPORATION
State or Country Where Organized: CALIFORNIA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Perry J. Viscounty
Attorney Primary Email Address: ipdocket@lw.com
Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Perry J. Viscounty
Latham & Watkins LLP
650 Town Center Drive, Suite 2000
Costa Mesa, CALIFORNIA UNITED STATES 92626
Phone: 714-540-1235
Fax: 714-755-8290
Correspondent e-mail: ipdocket@lw.com
Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Jul. 28, 2020	NOTICE OF SUIT	
Jun. 24, 2020	NOTICE OF SUIT	
Jun. 11, 2020	NOTICE OF SUIT	
Jun. 11, 2020	NOTICE OF SUIT	
Apr. 29, 2020	COUNTERCLAIM OPP. NO. 999999	254500
Apr. 14, 2020	NOTICE OF SUIT	
Apr. 13, 2020	NOTICE OF SUIT	
Apr. 03, 2020	NOTICE OF SUIT	
Apr. 02, 2020	NOTICE OF SUIT	
Mar. 31, 2020	NOTICE OF SUIT	
Mar. 27, 2020	NOTICE OF SUIT	
Mar. 27, 2020	NOTICE OF SUIT	
Jan. 28, 2020	NOTICE OF SUIT	
Aug. 04, 2019	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Aug. 03, 2019	REGISTERED AND RENEWED (SECOND RENEWAL - 10 YRS)	75184
Aug. 03, 2019	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	75184
Jul. 26, 2019	TEAS SECTION 8 & 9 RECEIVED	
Jun. 28, 2019	NOTICE OF SUIT	
Jun. 25, 2019	NOTICE OF SUIT	
Jun. 25, 2019	NOTICE OF SUIT	
Oct. 29, 2018	NOTICE OF SUIT	
Oct. 23, 2018	NOTICE OF SUIT	

Oct. 16, 2018	NOTICE OF SUIT	
Oct. 12, 2018	NOTICE OF SUIT	
Oct. 10, 2018	NOTICE OF SUIT	
Sep. 12, 2018	NOTICE OF SUIT	
Aug. 22, 2018	NOTICE OF SUIT	
Aug. 21, 2018	NOTICE OF SUIT	
Aug. 10, 2018	NOTICE OF SUIT	
Jul. 27, 2018	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	
May 24, 2018	NOTICE OF SUIT	
Apr. 18, 2018	NOTICE OF SUIT	
Apr. 05, 2018	NOTICE OF SUIT	
Nov. 22, 2017	NOTICE OF SUIT	
Nov. 22, 2017	NOTICE OF SUIT	
Nov. 13, 2017	NOTICE OF SUIT	
Nov. 29, 2016	NOTICE OF SUIT	
Nov. 29, 2016	NOTICE OF SUIT	
Dec. 16, 2015	NOTICE OF SUIT	
Jun. 25, 2015	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Jun. 25, 2015	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Mar. 10, 2014	NOTICE OF SUIT	
Nov. 15, 2013	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Nov. 15, 2013	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Aug. 07, 2013	NOTICE OF SUIT	
Mar. 07, 2013	NOTICE OF SUIT	
Jan. 17, 2013	NOTICE OF SUIT	
Dec. 21, 2012	NOTICE OF SUIT	
Sep. 24, 2012	NOTICE OF SUIT	
Jul. 05, 2012	COUNTERCLAIM OPP. NO. 999999	204681
May 07, 2012	NOTICE OF SUIT	
Apr. 26, 2012	NOTICE OF SUIT	
Feb. 06, 2012	NOTICE OF SUIT	
Nov. 07, 2011	NOTICE OF SUIT	
Nov. 07, 2011	NOTICE OF SUIT	
Jul. 20, 2011	NOTICE OF SUIT	
Jul. 20, 2011	NOTICE OF SUIT	
Jul. 20, 2011	NOTICE OF SUIT	
May 24, 2011	NOTICE OF SUIT	
Mar. 19, 2011	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Nov. 12, 2010	NOTICE OF SUIT	
Apr. 15, 2009	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	75184
Apr. 15, 2009	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Mar. 27, 2009	ASSIGNED TO PARALEGAL	75184
Mar. 23, 2009	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Mar. 23, 2009	PAPER RECEIVED	
Jan. 15, 2009	NOTICE OF SUIT	
Jun. 10, 2008	NOTICE OF SUIT	
Mar. 28, 2006	CANCELLATION TERMINATED NO. 999999	43579
Mar. 28, 2006	CANCELLATION DENIED NO. 999999	43579
Feb. 16, 2006	CANCELLATION GRANTED NO. 999999	43579
Feb. 25, 2005	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Aug. 09, 2004	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Aug. 09, 2004	PAPER RECEIVED	
Aug. 11, 2004	CANCELLATION INSTITUTED NO. 999999	43579
Jul. 27, 1999	REGISTERED-PRINCIPAL REGISTER	
May 04, 1999	PUBLISHED FOR OPPOSITION	

Apr. 02, 1999	NOTICE OF PUBLICATION	
Dec. 14, 1998	APPROVED FOR PUB - PRINCIPAL REGISTER	
Dec. 08, 1998	EXAMINER'S AMENDMENT MAILED	
Oct. 01, 1998	ASSIGNED TO EXAMINER	74856
Mar. 26, 1998	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Nov. 24, 1997	ASSIGNED TO EXAMINER	62882
Feb. 18, 1997	ASSIGNED TO EXAMINER	73706
Nov. 04, 1996	LETTER OF SUSPENSION MAILED	
Sep. 16, 1996	CORRESPONDENCE RECEIVED IN LAW OFFICE	
May 02, 1996	NON-FINAL ACTION MAILED	
May 01, 1996	ASSIGNED TO EXAMINER	71998
Apr. 19, 1996	ASSIGNED TO EXAMINER	61380
Apr. 15, 1996	ASSIGNED TO EXAMINER	73349

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Aug. 03, 2019

Assignment Abstract Of Title Information

Summary

Total Assignments: 1

Registrant: Entrepreneur Media, Inc.

Assignment 1 of 1

Conveyance: SECURITY INTEREST

Reel/Frame: [2030/0152](#)

Pages: 7

Date Recorded: Jan. 27, 2000

Supporting Documents: [assignment-tm-2030-0152.pdf](#)

Assignor

Name: [ENTREPRENEUR MEDIA, INC.](#)

Execution Date: Jan. 06, 2000

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Name: [ENTREPRENEUR.COM, INC.](#)

Execution Date: Jan. 06, 2000

Legal Entity Type: CORPORATION

State or Country Where Organized: DELAWARE

Assignee

Name: [WESTERN FINANCIAL BANK](#)

Legal Entity Type: FEDERALLY CHARTERED SAVINGS BANK, NATIONAL

State or Country Where Organized: No Place Where Organized Found

Address: 15750 ALTON PARKWAY
IRVINE, CALIFORNIA 92618

Correspondent

Correspondent Name: KATTEN MUCHIN ZAVIS

Correspondent Address: DEANNE OZAKI
1999 AVENUE OF THE STARS
SUITE 1400
LOS ANGELES, CALIFORNIA 90067-6042

Domestic Representative - Not Found

Int. Cl.: 35

Prior U.S. Cls.: 100, 101 and 102

United States Patent and Trademark Office

Reg. No. 2,263,883

Registered July 27, 1999

**SERVICE MARK
PRINCIPAL REGISTER**

ENTREPRENEUR

**ENTREPRENEUR MEDIA, INC. (CALIFORNIA
CORPORATION)
2392 MORSE AVENUE
IRVINE, CA 927146234**

FOR: ADVERTISING AND BUSINESS SERVICES, NAMELY, ARRANGING FOR THE PROMOTION OF THE GOODS AND SERVICES OF OTHERS BY MEANS OF A GLOBAL COMPUTER NETWORK AND OTHER COMPUTER ONLINE SERVICES PROVIDERS; PROVIDING BUSINESS INFORMATION FOR THE

NETWORK AND OTHER COMPUTER ONLINE SERVICE PROVIDERS AND; WEB ADVERTISING SERVICES, NAMELY, PROVIDING ACTIVE LINKS TO THE WEBSITES OF OTHERS, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 7-0-1992; IN COMMERCE 7-0-1992.

OWNER OF U.S. REG. NOS. 1,130,838, 1,453,968 AND OTHERS.

BUSINESS INFORMATION FOR THE USE OF
CUSTOMERS IN THE FIELD OF STARTING
AND OPERATING SMALL BUSINESSES AND
PERMITTING CUSTOMERS TO OBTAIN IN-
FORMATION VIA A GLOBAL COMPUTER

SER. NO. 75-018,382, FILED 11-13-1995.

JAN HOLLAND-CHATMAN, EXAMINING AT-
TORNEY

EXHIBIT B

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Mark: ENTREPRENAWYER

Entrepreneur

US Serial Number: 88816134

Application Filing Date: Feb. 29, 2020

Filed as TEAS Plus: Yes

Currently TEAS Plus: Yes

Register: Principal

Mark Type: Service Mark

TM5 Common Status Descriptor:



LIVE/APPLICATION/Published for Opposition

A pending trademark application has been examined by the Office and has been published in a way that provides an opportunity for the public to oppose its registration.

Status: A request for an extension of time to file an opposition has been filed with the Trademark Trial and Appeal Board. For further information, see TTABVUE on the Trademark Trial and Appeal Board web page.

Status Date: Jul. 14, 2020

Publication Date: Jun. 16, 2020

Mark Information

Mark Literal Elements: ENTREPRENAWYER

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Marketing consulting; Marketing services; Advertising and marketing

International Class(es): 035 - Primary Class

U.S Class(es): 100, 101, 102

Class Status: ACTIVE

Basis: 1(b)

Basis Information (Case Level)

Filed Use: No

Currently Use: No

Filed ITU: Yes

Currently ITU: Yes

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: Rubinstein & Associates, PLLC

Owner Address: 961 Broadway, Suite 115
Woodmere, New York United States 11598

Legal Entity Type: LIMITED LIABILITY COMPANY

State or Country: NEW YORK
Where Organized:

Attorney/Correspondence Information

Attorney of Record - None Correspondent

Correspondent Name/Address: RUBINSTEIN & ASSOCIATES, PLLC
RUBINSTEIN & ASSOCIATES, PLLC
961 BROADWAY, SUITE 115
WOODMERE, NEW YORK UNITED STATES 11598

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Jul. 14, 2020	EXTENSION OF TIME TO OPPOSE RECEIVED	
Jun. 16, 2020	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Jun. 16, 2020	PUBLISHED FOR OPPOSITION	
May 27, 2020	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
May 13, 2020	APPROVED FOR PUB - PRINCIPAL REGISTER	
May 12, 2020	ASSIGNED TO EXAMINER	81112
Mar. 07, 2020	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Mar. 05, 2020	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information

TM Attorney: HUSSAIN, TASNEEM

Law Office Assigned: LAW OFFICE 130

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: May 14, 2020

Proceedings

Summary

Number of Proceedings: 1

Type of Proceeding: Extension of Time

Proceeding Number: [88816134](#)

Filing Date: Jul 14, 2020

Status: Extension of Time to Oppose Filed

Status Date: Jul 14, 2020

Interlocutory Attorney:

Defendant

Name: Rubinstein & Associates, PLLC

Correspondent Address: RUBINSTEIN & ASSOCIATES, PLLC
RUBINSTEIN & ASSOCIATES, PLLC
961 BROADWAY, SUITE 115
WOODMERE NY UNITED STATES , 11598

Correspondent e-mail: jr@rubesq.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
ENTREPRENAWYER	Request For Extension of Time to File Opposition	88816134	

Potential Opposer(s)

Name: Entrepreneur Media, Inc.

Correspondent PATRICK JUSTMAN, ESQ.

Address: LATHAM & WATKINS LLP
12670 HIGH BLUFF DRIVE
SAN DIEGO CA UNITED STATES , 92130

Correspondent e-mail: patrick.justman@lw.com , adam.herrera@lw.com , tara.villegas@lw.com , alethia.corneil@lw.com , ipdocket@lw.com

Prosecution History

Entry Number	History Text	Date	Due Date
1	FIRST 90-DAY REQUEST TO EXT TIME TO OPPOSE	Jul 14, 2020	
2	EXT GRANTED	Jul 14, 2020	



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entrepreneur



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en·tre·pre·neur | \ ˌän-trə-p(r)ə-ˈnər  , -ˈn(y)ūr, ˌäˈn- \


Definition of *entrepreneur*

: one who organizes, manages, and assumes the risks of a business or enterprise

[↓ Other Words from *entrepreneur*](#) [↓ The Characteristics of an Entrepreneur](#) [↓ Example Sentences](#) [↓ Learn More about *entrepreneur*](#)

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Other Words from *entrepreneur*

entrepreneurship | \ ˌän-trə-p(r)ə-ˈnər-ʃɪp , -ˈn(y)ūr-  , ˌäˈn- \ noun

The Characteristics of an Entrepreneur

You might well wonder whether *entrepreneur* simply means “a person who starts a business and is willing to risk loss in order to make money” or whether it carries an additional connotation of far-sightedness and innovation. The answer, perhaps unsatisfyingly, is that it can go in either direction.

Entrepreneur has been in used in English to refer to a kind of businessman since at least the middle of the 18th century, when it appeared in translation of the King of Prussia’s instructions for his generals (“. . . if the country happens not to abound in forage, you must agree with some Entrepreneur for the quantity required.”). During the 19th century, it was also used of a [go-between](#) or a person who undertakes any kind of activity (as opposed to just a business).

By the early 20th century *entrepreneur* appears to have taken on the connotation of [go-getter](#) when applied to an independent business owner, a quality that may also be found in the phrase *entrepreneurial spirit*, which began being used at about the same time.

Examples of *entrepreneur* in a Sentence

Recent Examples on the Web Diane Liotta, an *entrepreneur* living in New York City, began her career in tech in the 1970s before founding a cosmetics firm. — [Patrick Thomas, WSJ, "What Does Being an Ally Look Like? Companies Offer Training in Support of Black Colleagues," 13 July 2020](#) Davis, an international business consultant/*entrepreneur*, lives in New York. — [Roy S. Johnson | Rjohnson@al.com, al, "Johnson: Black and Confederate - a family’s complicated and conflicted journey," 13 July 2020](#)

These example sentences are selected automatically from various online news sources to reflect current usage of the word 'entrepreneur.' Views expressed in the examples do not represent the opinion of Merriam-Webster or its editors. [Send us feedback](#).

See More  

First Known Use of *entrepreneur*

1762, in the meaning defined [above](#)

History and Etymology for *entrepreneur*

French, from Old French, from *entreprendre* to undertake — more at [enterprise](#)

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Learn More about *entrepreneur*

Share *entrepreneur*

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[Share the Definition of entrepreneur on Twitter](#)



Time Traveler for *entrepreneur*



The first known use of *entrepreneur* was in 1762

[See more words from the same year](#)

From the Editors at Merriam-Webster



[8 Words We Stole from French](#)

[8 Words We Stole from French](#)

[Spoiler: We stole more than 8](#)

Dictionary Entries near *entrepreneur*

[entrenched meander](#)

[entre nous](#)

[entrepôt](#)

[entrepreneur](#)

[entrepreneurial](#)

[entrepreneuse](#)

[entresol](#)

[See More Nearby Entries](#)

Statistics for *entrepreneur*

Last Updated

31 Jul 2020

Look-up Popularity

Top 10% of words

Cite this Entry

“Entrepreneur.” *Merriam-Webster.com Dictionary*, Merriam-Webster, <https://www.merriam-webster.com/dictionary/entrepreneur>. Accessed 10 Aug. 2020.

Style: MLA

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More Definitions for *entrepreneur*

entrepreneur

[noun](#)



English Language Learners Definition of *entrepreneur*

: a person who starts a business and is willing to risk loss in order to make money

[See the full definition for *entrepreneur* in the English Language Learners Dictionary.](#)

Keep scrolling for more

More from Merriam-Webster on *entrepreneur*

Thesaurus: [All synonyms and antonyms for *entrepreneur*](#)

Rhyming Dictionary: [Words that rhyme with *entrepreneur*](#)

Spanish Central: [Translation of *entrepreneur*](#)

English: [Translation of *entrepreneur* for Spanish Speakers](#)

Britannica English: [Translation of *entrepreneur* for Arabic Speakers](#)

Britannica.com: [Encyclopedia article about *entrepreneur*](#)

Comments on *entrepreneur*

What made you want to look up *entrepreneur*? Please tell us here so we can read or heard it (including the quote, if possible).

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WORD OF THE DAY

vivacious 

[See Definitions and Examples »](#)

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Original Meanings Quiz

-



- Which of the following is the earliest known sense of the word?

intense religious fervor	intense sorrow
intense fear	intense joy



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WORDS AT PLAY

-

The History of 'Wag the Dog'

Making a big show about it

-

The Words of the Week -

8/7/20

Words from the week of 8/7/2020

•

'Evacuate': Does It Refer to People or Places?

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en·tre·pre·neur  (ɒn'trə-prə-nûr, -nɪr)

n.

A person who organizes, operates, and assumes the risk for a business venture.

[French, from Old French, from *entreprendre*, to undertake; see [ENTERPRISE](#).]

en'tre·pre·neur·i·al *adj.*

en'tre·pre·neur·i·al·ism, **en'tre·pre·neur·ism** *n.*

en'tre·pre·neur·ship *n.*

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