

Truckee's Squeeze In wins trademark dispute

By Chris Macias, Sacramento Bee

Those in search of a classic "squeeze with cheese" burger might've noticed something amiss over the last few months. The name "Squeeze Inn" no longer marks the sign at its flagship location on Power Inn Road, and the moniker has also been removed from all but two of its franchised locations in Northern California.

Now, it's "Squeeze Burger" for the iconic Sacramento eatery and its related restaurants.

The name change resulted from a trademark issue with the "Squeeze In" in Truckee. The Squeeze In had its name trademarked in 2007, and after the Truckee restaurant started a franchising program for other restaurants, the owner of Sacramento's "Squeeze Inn," Travis Hausauer, was asked to change the name to prevent confusion and avoid legal issues.

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