

Trademark Basics

Type of Protection:

Trademark protection may be available for the name and/or logo used to identify your goods or services in commerce.

Advantages of Federal Trademark Registration:

- Others cannot register a mark that is confusingly similar to your mark.
- Provides constructive notice of your claim of ownership in your mark.
- Provides a legal presumption of your exclusive right to use the mark nationwide.
- Provides a basis for registering your mark in foreign countries.
- Allows you to bring an infringement action in Federal Court.
- Allows you to file with U.S. Customs to prevent others from importing infringing foreign goods.
- Allows you to use the encircled-R notation ® after the mark is registered.

Common Pitfalls:

- Selecting a weak mark.
- Selecting a mark that is generic or merely descriptive of your goods or services.
- Selecting a mark that is confusingly similar to someone else's mark.
- Failing to fully and accurately identify all of your goods and services in the trademark application.

Services:

Trenner Law Firm works with professional searchers to help identify existing marks that may be considered confusingly similar to your mark. Trenner Law Firm can also guide you through the selection process to help your business identify a strong trademark for your products or services.

Trenner Law Firm can help you with all aspects of state and federal trademark registration, and advise you on the proper use of your trademarks so that you are able to build the strength and value of your trademark.

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