

## Trademark Services

Technology Protection

Patent Procurement

Trademark Registration

Copyright Registration

Licensing and Technology

Transfer

Manufacturing Agreements

Trade Secret Protection

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# Trademark Services

## What is a trademark or service mark?

Trademarks protect the consumer from confusing other brands with your brand of product. Put more simply, you want consumers seeking to purchase your brand of product to be able to easily identify it from all of the others in the marketplace; you do not want them to mistake an inferior quality copycat for your product. While trademark rights may be used to prevent others from using a confusingly similar mark, they will not prevent others from making or selling the same goods and services under a clearly different mark (That requires patent protection). Trademarks are used for brand names, store names, product line names, logos, packaging, colors, sounds and even shapes of products.

## Most Common Types of Marks

- Trademarks
- Service Marks
- Domain Name Marks
- Trade Dress Protection

## If trademark registration is not required, why bother?

According to the U.S. Trademark Office, the advantages of federal registration include:

- Constructive notice to the public of the registrant's claim of ownership of the mark;
- A legal presumption of the registrant's ownership of the mark and the registrant's exclusive right to use the mark nationwide on or in connection with the goods and/or services listed in the registration;
- The ability to bring an action concerning the mark in Federal court;
- The use of the U.S. registration as a basis to obtain registration in foreign countries; and
- The ability to file the U.S. registration with U.S. Customs and Border Protection to prevent importation of infringing foreign goods.

Other benefits include a greater weight of evidence in the trademark owner's favor in the event of a domain name dispute over URLs incorporating the mark.

## Trademark Services

- Trademark registration
- Trademark licensing
- Trademark transactions
- Advising brand name, logo and slogan creators and users
- Correcting trademark records
- Recording trademark instruments
- Clearing rights
- Opinion letters
- Cease and desist letters
- Trademark office searches
- Analyze search reports
- Trademark assignments
- Security instruments for trademarks as collateral
- Intellectual property audits
- Due diligence
- Trademark infringement analysis

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