

How A Trademark Can Aid You In Protecting Your Identity In The Market

With a trademark your product is given an exclusive presence in the market, which allows customers to identify it easily. It is a great way to inform people about the source of a product and it assumes a lot of significance for brands that have gained success in the market. Trademarks are protected by law so that spurious goods bearing an identical brand name do not flood the market.

In case you are the sole owner of a company, a trademark may be necessary to ensure that these issues do not arise with the products or services that you sell. However, a lot of people have no clue about how to obtain a trademark. Here are a few things that you would have to keep in mind while getting a trademark.

To start with, it is necessary to duly register a trademark so that you can take legal action to exercise your authority over its use. As generic names denote a broad category of things rather than one specific product, such names are usually unacceptable as trademarks.

Before you submit an application for your trademark, make sure that no other company has the same trademark as you wish to register. An easy way to check this would be to use an online search engine to look for similar trademarks that are already in use by some other company, in which case you have to look for something different that is more original.

However, you cannot think of resting even after you have come up with an unique, unmatched trademark and duly registered it. Now you have to keep an attentive eye out for companies that might be making unlawful use of your trademark. In such a situation you can first issue a warning to the person using your trademark and if that fails then resort to legal action to exercise your right over the trademark.

You must also keep in mind that a trademark must be renewed regularly to keep it valid and legally enforceable for your products exclusively.

About the Author

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