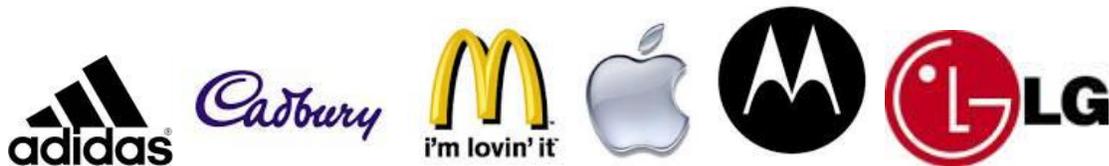


TRADEMARK REGISTRATION

A Trademarks is defined as any word, logo, sign or combination them capable of distinguishing the goods or services of one from another and it is used to identify the original and quality product. A Trademark can be any distinctive name or logo. A trade mark is visual symbol in the form of a name, word, phrase, logo, symbol, design, image, or a combination of these elements. Trademarks are the Identity of the business. Few examples are given below to understand:



Trademark in India is classified in 45 different classes for goods and services. A Trademark registration also grants a statutory right, subject to certain conditions, to prevent others from using the trademark without the registered owner's permission. The two symbols associated with Trademarks are **TM** and **®** which represent the status of a mark.

IN INDIA REGISTRATION OF TRADEMARK INCLUDE FOLLOWING STEPS:

1. To Identify the applicable Class of the Goods or Services based on the type of Goods to be Manufactured / Traded and Services to be provided.
2. To take Search in the record of Trademark Registry for proposed wordmark or logomark.
3. Based on Trademark Search Results trademark application to be drafted and filed.
4. The person claiming to be the owner of the trade mark must apply to the Registrar in the prescribed manner. The application has to be made to the Trade Mark Registry within whose territorial limits the principal place of business of the applicant is located.
5. On filing of the application, the authorities conduct a search to ensure that the proposed trademark is not similar or deceptively similar to existing and registered trademarks.
6. Thereafter, the Registrar may refuse the application if it found similar registered trademarks or else it may accept application, subject to any amendment / modification / condition / limitation or may issue Examination Report objecting proposed mark.
7. To Draft and file reply to Objection with Registry as reply to Examination Report.
8. Upon receipt and acceptance of the registration application, the Registrar shall cause the application advertised in the prescribed manner.



9. If no opposition to the application is received (within generally three months from the date of the advertisement), or if the opposition is decided in favour of the applicant, the Registrar shall register the Trade mark.

**REGISTERING A TRADEMARK PROVIDES GREATER PROTECTION &
ADVANTAGES AS FOLLOWS:**

1. Registered Trademark protects a company's name or logo.
2. Grants the trademark owner exclusive rights of nationwide ownership of the mark.
3. Registering a trademark decreases the likelihood of infringe use of owner's trademark by another party or opponent.
4. Registering a trademark in India can be used as a basis for obtaining registration in foreign countries.
5. Registering a trademark increases the likelihood of the successful filing of a dispute resolution policy for an infringing Internet domain name.

Registering your trademark makes it a lot safer and easier to licence the use of your trademark to others.

[Logos displayed in this article is only for educational purpose and we do not claim any IPR or the same are not our client]