

TRADE MARKS

A trade mark is essentially a way of differentiating the products of one business from those of another. It helps to identify the source of goods and services and can become a unique sign or symbol which is instantly recognisable.

A trade mark can be:

words: **Mars**

shapes:



smells:



Darts smelling of beer
Unicorn Products Ltd

slogans:

"I'm lovin' it"

colours:



Camping Gaz

logos:



letters:



jingles:

Air on a G-string
Hamlet Cigars

numbers:



sounds:

A dog barking
- Dulux



forms of packaging:



personal names:

Cadbury's

Trade mark attorneys can help you to protect trade marks anywhere in the world.

TO FIND A TRADE MARK ATTORNEY CONTACT:

The Institute of Trade Mark Attorneys
5th Floor, Outer Temple, 222-225 Strand
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www.itma.org.uk



The Institute of
Trade Mark
Attorneys

GOLDEN RULES ON TRADE MARKS

1

Make sure your trade mark is distinctive rather than descriptive.

2

Conduct searches to make sure that your chosen trade mark is available for use and registration, and that it does not infringe any other trade mark.

3

Decide which classes of goods or services will be associated with your trade mark.

4

Think about the geographical coverage you need.

5

Apply to register your trade mark. A trade mark attorney can help you.

6

Make sure your trade mark is used correctly. Do not allow it to become a generic name, like aspirin, escalator and linoleum.

7

Once you have a registered trade mark, police your rights. Make sure no-one infringes it. If someone does threaten to infringe your registration, seek urgent advice from a trade mark attorney.

8

Use a trade mark attorney. A list is available on our website www.itma.org.uk or you can telephone ITMA on 020 7101 6090.