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IMPORTANCE OF TRADEMARK REGISTRATION FOR STARTUP AND NEW COMPANIES

Starting a new business always overwhelms an entrepreneur. A new company starts up in the market with organization planning and capital and it is even more challenging to expand your business to a new dimension in the market and make it popular for the public. When you start a business you organize many activities that put your company on the road to success. Your organization makes business plans, marketing strategies to locate itself in the mind of the general public. Among all these activities you check list for the growth of your new company, one most important thing you should always add to it is protecting your **business name or your brand name**.

Have you ever imagined if a competitor in the market immorally uses your name and drains away your company's fame? If such things happen all your business strategies goes in vain. Protecting your business name through **trademark registration** in an early stage is the best way to get legal shell to your brand.

For trademark registration your business name should be distinctive and not similar to any existing business name in the market. It is very obvious that when you start up with your company you must have chosen the best name for your new company which is distinctive and creates a good impression for your business, then why not you go ahead and file for a trademark registration. With your innovations and idea you have started up your company and your company is known to the public by its name, so imagine how important it is to protect your business name and to get legal rights and remedies over your business name or your brand.

You can count on the importance of trademark registration as follows:

- Trademark Registration gives you an exclusive legal right on your business name.
- Trademark Registration protects your business name and gives remedy in the court in case of any infringement made by a third party.
- A registered trademark creates a sound name in the market in the eye of a general public.
- A registered trademark creates a face value in the market among competitors
- A registered trademark gives a legal recognition to your business for its product.
- A registered trademark gives to a monopoly business name or brand name to your business in the market.

Trade Marks – Requirements in India- FAQ

Following are various kind of Intellectual Properties. (1) Trademarks (2) Copyright (3) Patent (4) Geographical Indication & (5) Industrial Design

Meaning of Trademarks: It is a '**symbol**', word, or words legally registered or established by use as representing a Company or Product. (according to **Wikipedia**)

Who can apply for Trademarks?:

Any person or entity meaning thereby; (1) Proprietorship Firm (Single Owner) (2) Partnership Firm (3) Joint Firm (4) Registered Company (5) Society (6) Charitable Trust & Charitable Societies, etc

Application Fees :-

Account Payees Cheque or DD of Rs. 3500/- in favor of 'The Registrar of Trademarks' will be the Application Fees for Trademark Application.

Offices of Trademark in India:-

Mumbai, New Delhi, kolkatta, Chennai, Ahmedabad

Search Facility:-

34 (1-34) Classes covering various Goods

11 (35-45) Classes covering various Services

Note:-

'Its better to take advice from the Attorney out there than filling the same alone' because there are many things need to taken care of before filling like Class under which Logo or Name is falling, Search of the Name, Design of the Logo, Similarity of Name & Logos, filling for objection/opposition, replying the queries/objection, which can be taken care off only through professional working towards Intellectual Properties.

What information requires to file Application?

1. Name of the Proprietorship Firm/Partnership Firm/Company/Trust/Society
2. Address of the Proprietor/Partnership Firm/Company/Trust/Society
3. Full Name of the Proprietor/Current Partners/Directors/Trustees/Members
4. Object of the Proprietor/Firm/Company (in which sector the firm/company is working)

5. Seal (Sticker) of the Firm (Logo) in .jpg (if possible)

6. Using Period

7. Applicant Signature and Stamp in the Application form (will be prepared by us)

8. before filling the application for Trademarks, there is the requirement for obtaining the proprietorship code from IPR website.

Initiative

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Partners,

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