Registering Your Brand Name and Logo with the USPTO

Description:

It can be very costly to begin marketing a product or service in the USA without having legal rights to the word, phrase, symbol, design or combination of these that is used to identify it. The company might receive a Cease and Desist Order from someone who claims prior rights to the trademark, whether or not legitimate. This can lead to a costly legal battle and perhaps a costly settlement and/or inability to continue using the trademark. Therefore, anyone who plans to sell in the U.S. should consider and assure the legality of his or her trademark.

Objectives of the Presentation

Participants in this webinar will come to understand the following:

- The different kinds of trademarks
- Why to register a trademark
- How to start the process. find the application form and complete it including the basis for filing. the fee structure. how to present a word or a symbol. and how to find the International Class of goods or services
- Some pitfalls. or reasons for refusal
- What happens after an application is filed
- Where to obtain more information

Why Should you Attend:

Ah. it looks easy. but there are various ways to register a trademark and there are many pitfalls. You can do it yourself. successfully. or you can lose your money. Many companies offer to do it for you. but their prices and their services vary widely. Should you register a trade name. a logo or something else. or maybe you should sign up with your state and forget the feds. You can learn about all this in just one easy hour.

Contents:

Some well known trademarks and service marks

Mini Case studies

What a trademark consists of

Why register (the benefits)

Search TESS. etc. for similar marks

Register your domain name first

Go on TEAS to file
- Basis for filing
- TEAS Plus. Reduced Fee and Regular. and good old paper
- The application form
- Standard vrs. Stylized characters
- Color and sound trademarks
- How to present a symbol. design or combo filing
- Translation and transliteration
- International class or classes

Pitfalls/reasons for refusal

What happens after you file
- USPTO and publication
- TSDR to check status of filing
- Maintenance filing
Guarding against trademark infringement

After the trade mark is registered

Use of attorneys and on-line companies

Registering just with your state government

Sources of more information
- Websites
- Patent and trademark resource centers

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