



Trademark – an introduction

Phuentsholing, Bhutan,
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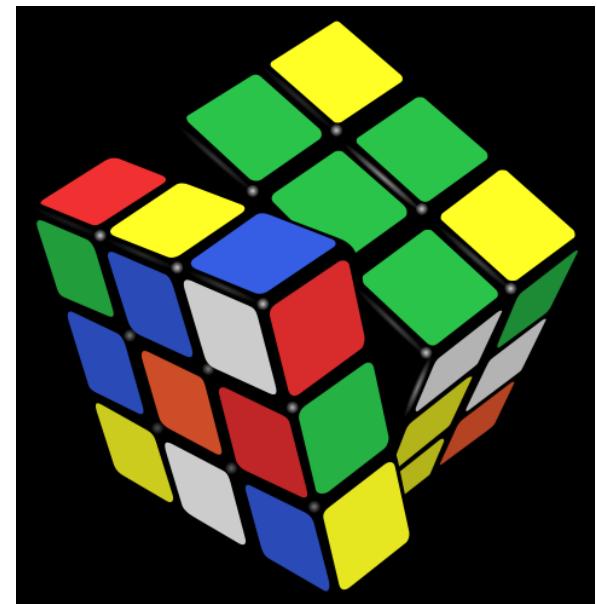
Trademarks—Why?





Outlines

- What constitutes a trademark
- Registering a trademark
- Distinctiveness
- Classification

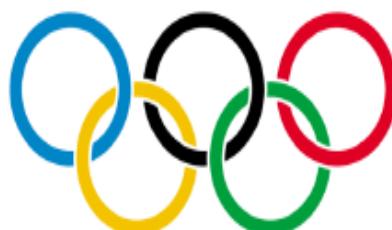




What can a trademark do for a product?

NG LI

twitter



H&M

FILA





The Trademark

- Gives goods distinctive character
- Allows distinction between producers
- Allows for quality distinction between goods

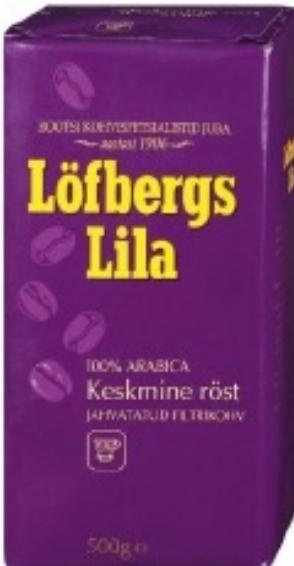


Trademark Examples



- Word ICA
- Figurative The logo consists of the letters "ICA" in a bold, red, sans-serif font.
- Slogans Just Do It!
- Numbers/letters 3
- Personal names Björn Borg
- 3d-marks A photograph of several pink, rounded, textured objects resembling marshmallows or candies.
- Colors The logo is a dark purple rectangle. In the center, the word "LÖFBERGS" is written in a white, bold, serif font. Above it, in smaller white capital letters, is "CAFFERÖSTERET". Below it, in even smaller white capital letters, is "ESTABLISHED 1868".
- Sounds A musical staff with various notes and rests drawn in black ink on a white background.

Successful Branding





The sole right to a Trademark

- The right to commercial usage of the trademark
 - Including trademarks that are confusingly similar
- Protection of the good name and reputation.
- Trademark usage in commercials, business transactions and other trade related situations
- Valid for 10 years upon registration
 - Repeatable indefinitely



Distinctiveness

- Words that have a meaning but not in relation to the wares
 - STAR for furniture
 - SALT for cloth
- Made up words that lack meaning
 - KODAK
- Evocative wording
 - LÄTT OCH LAGOM
 - COMPETENSA



Classification

- 45 different classes
 - Goods class 1-34
 - Services class 35-45
- Must be assigned in the registration process
- Helps to determine the scope of protection

QUESTION?



Thank you