Trademark – an introduction

Phuentsholing, Bhutan,
August 18, 2025
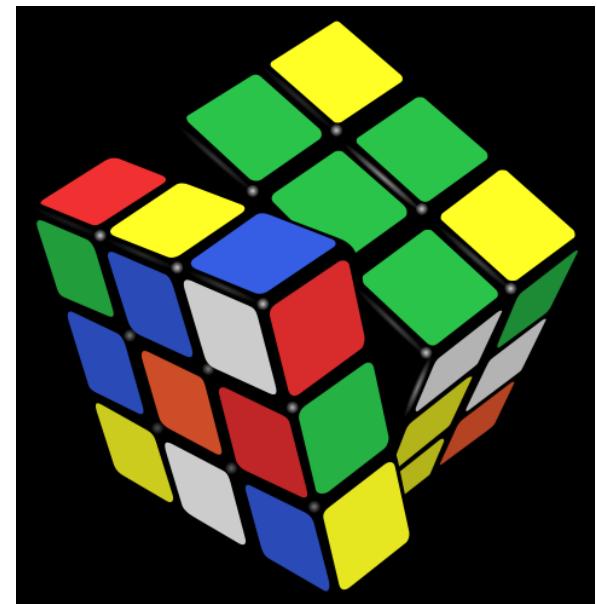
Trademarks–Why?

Outlines

- What constitutes a trademark

- Registering a trademark

- Distinctiveness

- Classification
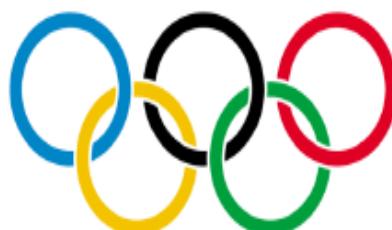
What can a trademark do for a product?

The Trademark

- Gives goods distinctive character

- Allows distinction between producers

- Allows for quality distinction between goods
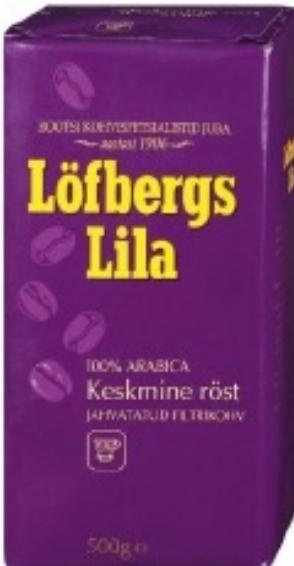
# Trademark Examples

- Word   ICA

- Figurative

- Slogans   *Just Do It!*

- Numbers/letters   **3**

- Personal names   Björn Borg

- 3d-marks

- Colors

- Sounds

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

WIPO
WORLD
INTELLECTUAL PROPERTY
ORGANIZATION

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

Thank you