**TRADEMARK**

Ever wondered what lies behind the logos of famous brands? The meaning behind it, or its individuality. All converges to one single arena “Trademark”. It is nothing but a unique symbol to represent a business. At times, phrases can also be used as taglines. Companies enjoy ownership after confirmations from the “U.S. Patent and Trademark Office”. Registering a trademark not only offers protection but also elevates the uniqueness of a brand. Laws also subsist to interrogate copyists from purloining existing contents. It also guarantees that the same symbol cannot be used by any other organization. Statistics state that when it comes to remembrance, virtual representations have aced off the charts. The fact that humans easily associate symbols with companies is one of the biggest advantages of trademarks. Seeing a familiar logo or a phrase provides instant recognition that ameliorates sales. Trademarks also serves well for small scale businesses which after registrations, become protected by law, and there won't be a problem on larceny of ideas owned by a company. Trademarks are eternal with long term benefits. Hence, trademarking is a good business that is easy and also ensures that other businesses aren’t thieving off exclusive factors of their organization.

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