



#2023

CREATIVE | INNOVATIVE | QUALITATIVE

#1

Brand Naming Agency!

Welcome to
Unboxfame

WWW.UNBOXFAME.COM

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01

BRAND

BRAND NAMING

Whether you're building a new brand from scratch or revamping an older one, designing a brand takes a lot of work. If you don't have the right name for it, your audience may just pass you by. The perfect brand name sparks the imagination, piques interest, and communicates what your brand is all about — in just a word or two.

But there's even more to it than that. A brand name also needs to fit with your company's image while appealing to a specific audience. It needs to provide direction for brand logos, graphic design, imagery, and messaging. And it needs to separate you from your competitors, differentiating your products, services, and offerings from the rest of the pack. Last but not least, it needs to protect you from trademark infringement issues.

To put it simply, it's a lot more than just drawing names out of a hat. So many new businesses make the mistake of rushing their name choice, assuming that the products and services will speak for themselves. But that is not the reality and without the perfect name for your brand, you face an uphill battle when trying to get your business off the ground.

WHY ARE BRAND NAMES *important?*

- » The brand name is essential to establish brand identity. It helps consumers to identify and distinguish a company's offer from its competitors' offers. Consumers more easily recognize the brand of a product and who the manufacturer is.
- » Many companies spend a large portion of the advertising budget on brand name promotions.
- » A right brand name can be a valuable asset, like the brand itself. Companies use it in various forms of communication between them and consumers, which can apply to one product, a series of products, or even a company.
- » Also, brand names are a form of verification about product authenticity (unlike generic brands). Therefore, any product with a particular brand name is often associated with expensive, high quality, or other dimensions of the product.
- » Brand names provide information about the image of a brand or product to consumers. That gives them a signal about product quality. Seeing the BMW brand name on the car is likely to tell consumers more about the quality of the newly introduced car.

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CHARACTERISTICS OF A GOOD *brand name*

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- » **Unique or distinctive.** It makes it easier for consumers to remember.
 - » **Give a signal about the quality and benefits of the product.** For example, Apple reflects on being innovative and revolutionary.
 - » **Easy to pronounce in various languages.** “Google” and “YYYYYY, which one is more comfortable to spell?
 - » **Easy to remember.** It’s not too long, so it doesn’t take a lot of brain memory to remember it.
 - » **It does not mean “bad” in other languages.** Different languages might use the same word but are different in meaning. For example, the term “Angel” means difficult in Javanese.





There's a lot to think about. But don't worry — we're here to help you every step of the way. We are an experienced creative agency that can help you develop a strong brand that appeals to existing customers as well as new ones.

HOW WE HELP COMPANIES *Come Up* with Sensational **BRAND NAMES**

If you've already tried to create a name for your brand, you know that it's a little more complicated than it seems. As professional brand name consultants, we're here to guide you through every step of the process to help you get at exactly what you're trying to achieve.

Some of the top considerations we'll help you with as you develop your brand include:

- » **What Are Your Goals for Your New Brand Name?** Are you looking to revamp your identity with a new brand strategy? Distance yourself from your past with a new brand launch? Introduce a new product, service, or line. We'll help you understand exactly what your brand name needs to do, whether that's a new logo design or a fresh website design.
- » **Who Do You Want to Appeal To?** Millennials or boomers? Economy or luxury buyers? New customers or old product evangelists? Whoever you're looking to attract, we'll help you identify names that work for your brand identity.
- » **Does Your Brand Need to Relate to Your Company Name?** We can help you create a complete naming and brand architecture so you can ensure that your company, brand, product, and service names all fit together.
- » **What Are Your Unique Challenges?** Are there any issues unique to your industry or company that we need to consider as we weigh name candidates?
- » **How Will Your Brand Change in the Future?** Business moves fast these days, so it's important that your new name will suit your business both now and years from now. Together, we'll get to know your organization and where you see yourself in the next few years and examine where your industry and naming trends are going. This allows us to create brand strategies that work in the long term.

02

LOGO CREATION

A well-designed logo is more than just a creative mark. It facilitates brand recognition. As an ISO 9001:2015 certified logo design company in India, our experienced logo designers know how to deliver a memorable logo that noticeably stands out, ultimately building a unique identity. Engage our logo design services to get a perfect emblem that best represents your brand.

So, why is a logo important? Because it grabs attention, makes a strong first impression, is the foundation of your brand identity, is memorable, separates you from the competition, fosters brand loyalty, and is expected by your audience.

ATTRIBUTES OF a good logo

While any logo is better than no logo, you want your graphical representation to be as effective as possible when it comes to business growth. A good logo is succinct, versatile, memorable, and related to your business. Following are the converting features of a successful logo-

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- » **SIMPLE:** A simple logo is easier to perceive even at a fleeting glance and convenient to remember. It is explicable, conveys the brand's identity efficiently, and is operative in engaging potential customers.
 - » **RELEVANT:** A logo is a visual portrayal of a brand. Thus, it should be relevant to the company it is representing. Small businesses must establish themselves in the market, creating a logo that identifies with their business plan and is appropriate to their operating niche.
 - » **MEMORABLE:** A memorable logo captures the audience's attention and embeds itself in the viewers' minds. It is also easy to recall even if the person has viewed the logo only once.
 - » **TIMELESS:** Since your logo is the graphical representation of your business, you want to remain constant even after many years. Aim for longevity in your logo design since it should be timeless and enduring, despite the changing trends.
 - » **SCALABLE:** Since your logo appears on all your physical and online marketing material, it should be scalable. Scalability allows the logo to be increased or reduced in size without losing its intrinsic message. Thus, a good logo is versatile enough to be used on different mediums without losing its captivating power.
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THE 7 DIFFERENT Types of LOGOS:

Logos serve to represent a given organization or company through a visual image that can be easily understood and recognized. A logo generally involves symbols, stylized text, or both. Logos are often created by a graphic artist in consultation with a company and marketing experts.

Here are seven different types of logos i.e.,

WORDMARK

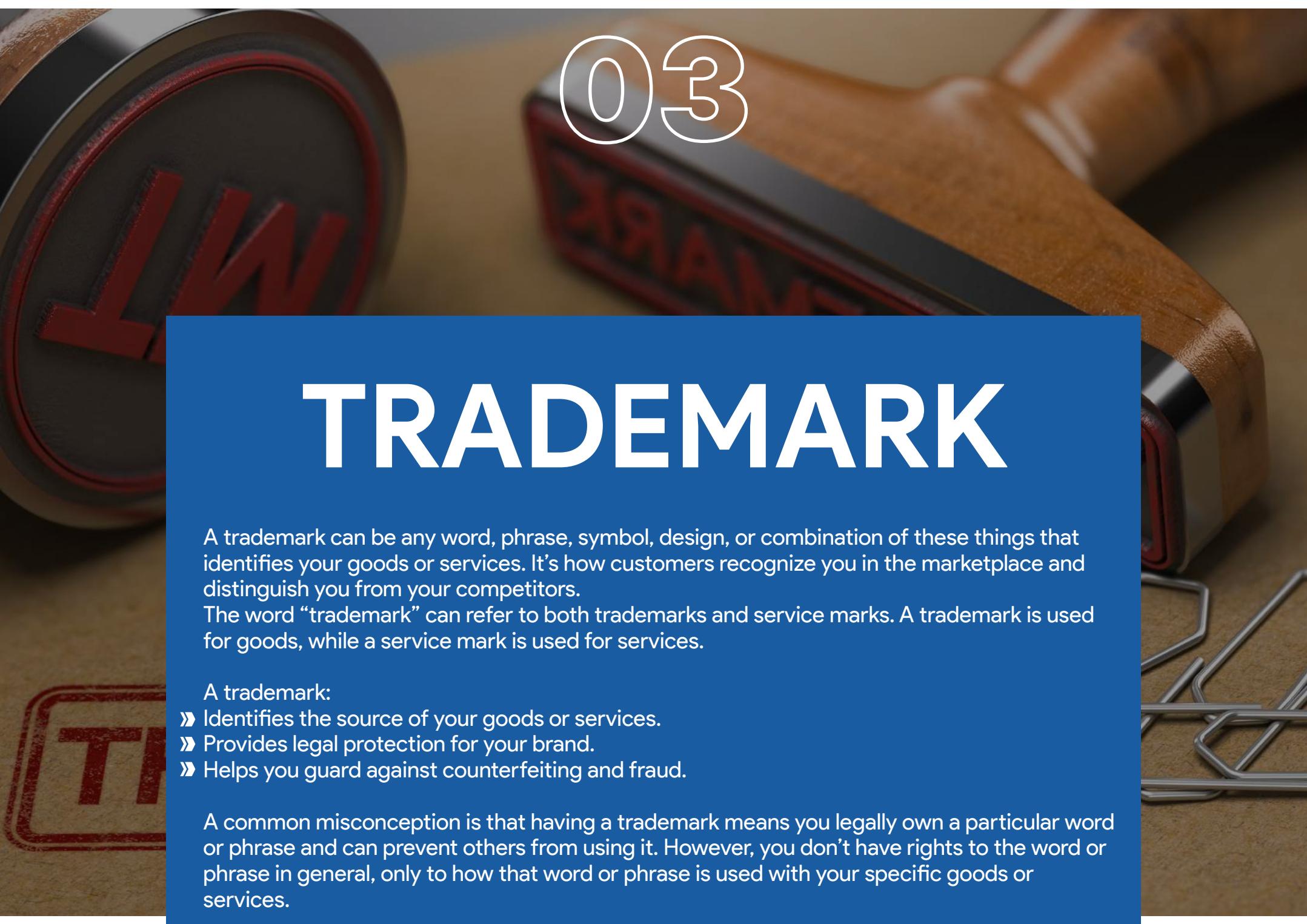
LETTERMARK

MASCOT
LOGO

ABSTRACT
MARK

PICTORIAL
MARK





03

TRADEMARK

A trademark can be any word, phrase, symbol, design, or combination of these things that identifies your goods or services. It's how customers recognize you in the marketplace and distinguish you from your competitors.

The word "trademark" can refer to both trademarks and service marks. A trademark is used for goods, while a service mark is used for services.

A trademark:

- » Identifies the source of your goods or services.
- » Provides legal protection for your brand.
- » Helps you guard against counterfeiting and fraud.

A common misconception is that having a trademark means you legally own a particular word or phrase and can prevent others from using it. However, you don't have rights to the word or phrase in general, only to how that word or phrase is used with your specific goods or services.

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EXAMPLE

For example, let's say you use a logo as a trademark for your small woodworking business to identify and distinguish your goods or services from others in the woodworking field. This doesn't mean you can stop others from using a similar logo for non-woodworking-related goods or services.

Another common misconception is believing that choosing a trademark that merely describes your goods or services is effective. Creative and unique trademarks are more effective and easier to protect. Read more about strong trademarks.



OWNING A TRADEMARK *vs.* having a REGISTERED TRADEMARK

- » You become a trademark owner as soon as you start using your trademark with your goods or services. You establish rights in your trademark by using it, but those rights are limited, and they only apply to the geographic area in which you're providing your goods or services. If you want stronger, nationwide rights, you'll need to apply to register your trademark with us.

You're not required to register your trademark.

- » However, a registered trademark provides broader rights and protections than an unregistered one.

For example, you use a logo as a trademark for the handmade jewelry you sell at a local farmer's market. As your business grows and you expand online, you might want more protection for your trademark and decide to apply for federal registration. Registering your trademark with us means that you create nationwide rights in your trademark.

“ HOW TO register a TRADEMARK?

In the event that you have not started using a mark yet, a clearance search on the trademark that you propose to adopt and use will allow you to determine whether or not you are not infringing on someone else's rights to the mark.

If you spend time and money building a brand only to discover it must be altered, you will be in deep trouble.

By searching the trademark database for the exact trademark, you wish to use as a first step, you can conduct your own knockout search.

FILING: Trademark FILING

A trademark registration application can be filed with the Trademark Registrar once the initial trademark search has been completed. The following information should be included in the prescribed format with your application.



The logo or trademark.



The name and address of the owner of the trademark.



The classification or class of a trademark.



The trademark has been used since the date indicated.



The description of the goods or services.



ALLOTMENT: **TRADEMARK** *Application Allotment*

- » After you have filed the application, you will receive a trademark application allotment number. With the help of this number, you can easily track your application progress online. The application allotment number also permits you to affix the TM symbol to your logo.

CODIFICATION: **VIENNA** *Codification*

- » After you have filed the application, you will receive a trademark application allotment number. With the help of this number, you can easily track your application progress online. The application allotment number also permits you to affix the TM symbol to your logo.

EXAMINATION: **TRADEMARK** *Examination*

- » After you have filed the application, you will receive a trademark application allotment number. With the help of this number, you can easily track your application progress online. The application allotment number also permits you to affix the TM symbol to your logo.



REGISTRATION: TRADEMARK REGISTRATION *and Renewal*

- » Once the trademark applicant receives the trademark certificate, they can display the ® symbol next to the logo or trademark. Your Indian trademark registration will last for 10 years as long as you continuously use your trademark. After 10 years, you can renew your trademark registration by paying a renewal fee, failing which your trademark will be expunged from the Register.



PUBLICATION: TRADEMARK JOURNAL Publication

- » Once all the formalities are completed, the proposed trademark is published in the Trademark Journal. The Trademark Journal is a weekly publication and includes all the trademarks accepted by the Trademark Registrar. It is open to the public for raising any objection. There is a 120 days window for raising an objection, if there is no objection then the trademark is registered within 4 months.

“FAQ’s

01

How can I protect my trademark?

At the national/regional level, trademark protection can be obtained through registration, by filing an application for registration with the national/regional trademark office and paying the required fees. At the international level, you have two options: either you can file a trademark application with the trademark office of each country in which you are seeking protection, or you can use WIPO's Madrid System.

04

What kinds of trademarks can be registered?

A word or a combination of words, letters, and numerals can perfectly constitute a trademark. But trademarks may also consist of drawings, symbols, three-dimensional features such as the shape and packaging of goods, non-visible signs such as sounds or fragrances, or color shades used as distinguishing features – the possibilities are almost limitless.

02

What rights does trademark registration provide?

In principle, a trademark registration will confer an exclusive right to the use of the registered trademark. This implies that the trademark can be exclusively used by its owner, or licensed to another party for use in return for payment. Registration provides legal certainty and reinforces the position of the right holder, for example, in case of litigation.

05

Indian Trademark Registration

The Trademarks Registry of India, which was established in 1940, administers the Trademarks Act, of 1999, as well as the rules, made thereunder. Furthermore, it serves as a facilitator in matters relating to trademarks in the country, as well as managing information on the subject.

The trademark authority registers trademarks applied in a country, protects trademarks for goods and services, and prevents the fraudulent use of trademarks.

03

How long does trademark protection last?

The term of trademark registration can vary but is usually ten years. It can be renewed indefinitely on payment of additional fees. Trademark rights are private rights and protection is enforced through court orders.

06

Defending and enforcing trademarks

In addition to trademark infringement and passing off actions, counterfeiting, and cybersquatting, we represent clients in all types of Indian trademark disputes.

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CLASSIFICATION of TRADEMARKS



- » In trademark classification, different classes are assigned to different types of products, goods, and services. As an example, chemical products fall under Class 1 of trademarks, whereas pharmaceutical products fall under Class 5. Different trademark applications can be filed and prosecuted in a smooth and convenient manner as a result of Trademark classification.
- » All countries around the world follow a similar trademark classification process. In order to facilitate easy and hassle-free global trade and business, countries should standardize their respective classifications of trademarks. As a result of international trademark conventions and treaties, countries are able to facilitate international trademark registration and protection.
- » There are 45 classes of trademarks and service marks in the Indian trademark classification list. There are two categories of classification: goods and services. The distinction between goods and services must be made clear since goods are products and services are activities performed for the benefit of others.
- » There are 34 categories in which goods can be categorized and 11 categories in which services can be categorized. The classes of goods range from 1 to 34, and the classes of services range from 35 to 45.
- » There may be more than one type of goods covered by a trademark; in such cases, you may submit the application under more than one class. Alternatively, a multi-class trademark application may be referred to as a multi-class trademark application.

04

DESIGN

A product's design is its overall appearance. Forming the design of a product are its shape, configuration, pattern, and ornamentation. There is no mention of how the product feels, what it is made of, or how it functions.

Under the Designs Act 2000, designs are considered intellectual property and may be published or registered in India.

It is necessary for a design to be new and distinctive in order to be registered. The term 'new' refers to the fact that the design has not been publicly used in India nor has it been published in a document within or outside the country.

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THE BENEFITS *of* REGISTRATION

A registered design can be an important commercial asset. In your capacity as the registered owner, you are responsible for:



As specified in the registration, you have the exclusive right to authorise other people to use your design



Registered designs are considered 'personal property' that can grow in value and be sold



The design specified in your registration is your exclusive property



Have a registration that covers the entire country



It is likely that many registered design owners will not require additional protection beyond registration. Registration is the first step for those who wish to enforce the protection of their designs, that is, to sue for infringement.



TERM of PROTECTION

- » The term of protection for designs is 10 years from the date of registration. Upon expiration of the initial 10 years of protection, the protection may be extended by another five years. After this period of time has passed, the design becomes part of the public domain and may be used by anyone without restriction.



INDUSTRIAL DESIGN Rights

- » Industrial Designs (IDs) are considered to be a significant component of a product's value chain. Investing in ID offers a high potential for profitability for businesses, especially large producers. In such product segments, the 'design' feature forms an integral part of the product mix. This should be protected to avoid imitation with the intention of passing off the product.
- » An entity that has a unique and distinctive pattern, appearance, or design may register under the Indian Design Act. It is the registered owner who, under the act, has the exclusive right to apply the design to any article in the class for which the design has been registered. The law aims to promote innovative activities in the field of industries in addition to protecting design elements for industrial protection.



REGISTRATION of DESIGNS

- » We often encounter products and articles that are easily recognizable by their design alone. Unique designs attract people's attention and people tend to identify the product primarily based on its form, shape, or structure.



FILING

- » This is the first step in the application process. In order to determine whether your design is new and distinctive, it is important to secure the earliest possible filing date. Therefore, publication by you or anyone else after this date will not affect the validity of the design registration.



REGISTRATION

- » After filing, a design application undergoes formalities check, and if it's successful the design is registered. If the formalities check is not successful, the Designs Office will issue an objections report'. You must rectify all deficiencies in the application promptly. After you meet all requirements, the design is registered.



✓ **OPPOSITION**

- » Once the design is published, it may attract opposition. Under the Design Act, oppositions are entertained only after the registration has been granted.

✓ **PROTECTION from INFRINGEMENT**

- » Just as with trademarks, designs too are also susceptible to infringement. It is illegal to use a registered design, or a fraudulent or obvious imitation of a registered design, without approval from the registered owner of such design. In case of such an infringement, the registered owner may file a suit to recover damages from the infringer and also ask that the infringement should be stopped with immediate effect.

✓ **REGISTERING your design in OTHER COUNTRIES**

- » There are similar systems for protecting designs in many other countries. In most countries, an application made within six months of an Indian application can be considered. Our attorneys regularly offer advice on overseas design filing for local clients.

05

COPYRIGHT

People's creative skills and labour are protected by copyright. Forms or ways in which ideas or information are expressed are protected by copyright. Copyright isn't tangible.

Copyright is a package of exclusive economic rights to do certain things. Copyright material can be copied, published, communicated (for example, broadcast, made available online), and performed publicly.

Non-economic rights are also held by copyright creators. These are called moral rights. There are three types of authorship rights: integrity, attribution, and protection.

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CLASSIFICATION of COPYRIGHT



UNLIKE PHYSICAL PROPERTY, Copyright Isn't

- » Copyrights in a work must be distinguished from ownership of the article in which they are contained. Although the physical copy of a book is owned by its purchaser, its text may be owned by the writer. It is also not permitted for the buyer of an original painting to make copies without the permission of the owner of the copyright. The reproduction right resides with the copyright owner, who is generally the artist.

A work is protected by copyright when it is created. Registration, however, is often preferred for enforcement. Copyright certificates contain the date of creation and the creator of the document. To register a copyright, these details need to be filed with a statutory authority, such as the Registrar of Copyrights.

INDIAN Copyright Licensing

- » It is possible to exclude others from performing certain acts under intellectual property laws. At the same time, they can license those acts to third parties and keep ownership while granting them special permission.
As far as licensing intellectual property is concerned, there are several types of licensing agreements available, which may broadly be categorized as:
 - » Agreement for Technology Transfer
 - » Trademark License Agreement
 - » Copyright License Agreement

VOLUNTARY Licensing

- » Voluntary licensing is defined in Section 30 of the Indian Copyright Act. By a license in writing signed by him or his duly authorized agent, the owner of the copyright in any existing work or prospective owner of the copyright in any future work may grant any interest in the right.

A license can be granted by the copyright owner of any existing work or by the prospective owner of any future work. For future work, however, the license will only become effective when the work is created.

COMPULSORY Licensing

- » Works that are withheld from the public are subject to compulsory licensing under Section 31 of the Indian Copyright Act. In the event the copyright owner refuses:

Has refused to allow the performance of the work in public or has republished the work or allowed its republication.

Broadcast or sound record the work on reasonable terms, or, if it is recorded in a sound recording, allow public communication of the work by way of such a broadcast or recording.

- » When the owner of the copyright has been given a reasonable opportunity to be heard and an inquiry is conducted, the Copyright Board can direct the Registrar of Copyrights to grant the complainant a compulsory license to republish, broadcast, or communicate the work to the public, if satisfied. In such a case, the Registrar of Copyrights will grant the complainant a license.

Additionally, a compulsory license can be granted in the case of unpublished Indian works. The same is provided for in Section 31A. Anyone can apply to the Copyright Board for a license to publish an unpublished work whose author is deceased, unknown, or cannot be tracked.



INDIAN COPYRIGHT Registration

- » When you create something that will be used commercially, you need to register the copyright. An unregistered third party can claim that they created a particular work that a business used much earlier.

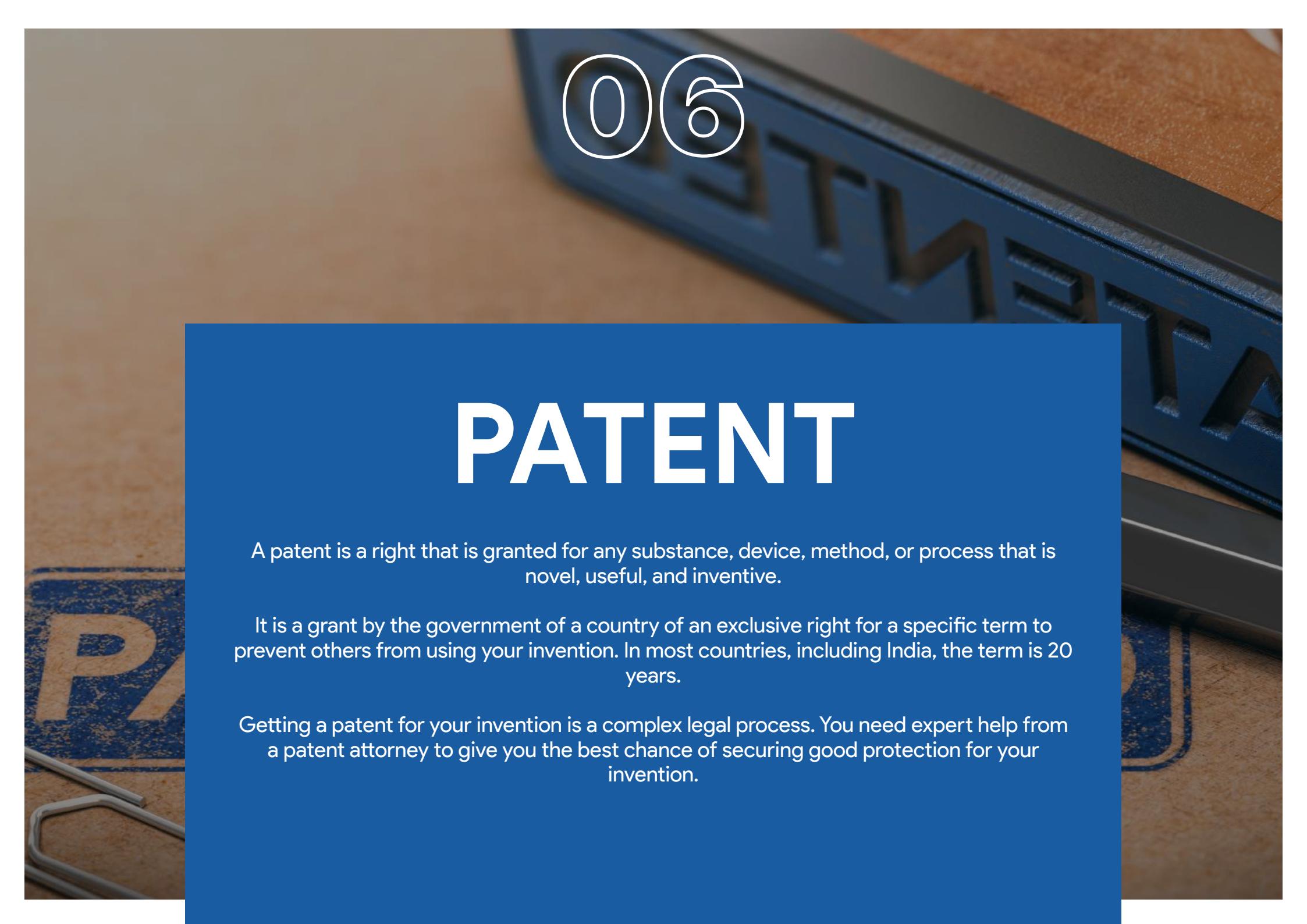
Furthermore, without copyright, the legal system will not accept any claim of infringement.

- » Under Indian law, copyright is provided for photographs, paintings, and illustrations (artistic works), books and essays (literary works), graphical notations (musical works), software (technical works), choreographed performances and recitals (dramatic works), sound recordings, videos, or even entire films (cinematographic films).



PROCEDURE FOR Copyright Registration

- » In general, the registration of a copyright is a simple process that takes approximately a year to complete. The Registrar of Copyrights must verify the originality of your work before granting you a copyright.
- » It will be necessary for you to apply to contain all the details of the work, as well as any applicable fees. After the application has been submitted, an examiner inspects the copyright applications. Depending on what happens at this stage, there could be no objection, no discrepancy, a discrepancy, or an objection.
- » If there is no discrepancy or objection, the application is processed for the next step, which is registration. Once the examiner is satisfied with the explanation, the application can proceed to the next level if there is a discrepancy. Whenever another party objects, the examiner calls both parties and conducts a hearing. Only after hearing both parties is the application accepted or rejected by the examiner.
- » Upon approval by the examiner, the copyright becomes effective. Copyrights are limited in time, not in eternity. It varies from country to country how long the protection lasts. According to the Berne Convention for the Protection of Literary and Artistic Works, every country is required to protect literary and artistic works for a minimum of 50 years. This starts with the life term of the author. In India, this period is equal to the author's life plus sixty years. After the expiration of this period, the work becomes public domain, i.e., anyone can exploit it without any authorization from the right owner or payment to such owner. Therefore, it becomes a common heritage of society.



06

PATENT

A patent is a right that is granted for any substance, device, method, or process that is novel, useful, and inventive.

It is a grant by the government of a country of an exclusive right for a specific term to prevent others from using your invention. In most countries, including India, the term is 20 years.

Getting a patent for your invention is a complex legal process. You need expert help from a patent attorney to give you the best chance of securing good protection for your invention.



THE PATENTING PROCESS GENERALLY

Involves The Following Steps:



SEARCHING

This involves checking the patentability of the invention by performing a search for similar technologies.



FILING A PROVISIONAL APPLICATION

Once, you have decided to go forward with the patent application process, based on the state of the invention, you need to file a provisional patent application.



FILING A COMPLETE SPECIFICATION

The next step is to file the patent application in India and secure the filing date. In case you are filing a provisional application first, you need to file the complete application within 12 months from the provisional filing date.



EXAMINATION

During the examination process your patent application will finally be examined on its merits as described and claimed in the patent specification.



GRANT AND RENEWAL

Once, the patent application overcomes all the objections, the patent will be granted and published in the patent gazette. The patent must be renewed every year by paying the renewal fee after the initial grant.

We follow an effective patent strategy considering how new patent applications are drafted, where patent applications are filed, and how patent applications are prosecuted to achieve granted patent rights. This helps us to secure the grant of patent rights that will be an important asset for your business and give you an advantage over your competitors.

While devising a patent, commercial and practical considerations must be kept in mind. Our specialists are logical and ask the right questions to understand your needs and expectations. We have extensive experience with patent filings all over the world.

We are specialists in the protection of inventions in the fields of consumer products, engineering, mining & construction, renewable energy, medical & scientific technologies, and computer-based systems and software.

Extensive experience in the preparation, filing, and prosecution of Indian patents and international patents.

Successfully obtained patents and designs in many countries around the world including the USA, Canada, Europe, China, and New Zealand.
A creative & personalized approach ensures your patent rights are accepted and enforceable.

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PATENT Registration Service

It is time-consuming, expensive, and requires a variety of skills to patent and commercializes an invention. Moreover, first-time applicants may not know the legalities.



CONSULT a Professional

It is strongly recommended that you seek the advice of a patent attorney. The process of obtaining a patent is far more complex than purchasing a home without professional assistance. It can be difficult to correct an error once it has been made, resulting in lost opportunities to protect your invention.



INDIA'S PATENT Law History

- » The following individuals are eligible to apply for a patent:

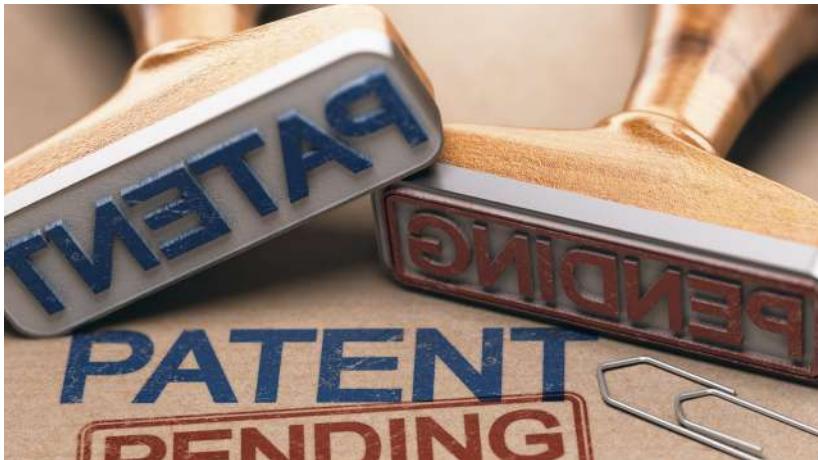
Providing basic protection for patents, the Indian Patents and Designs Act was enacted in 1911.

- » Patents in India are governed by the Patents Act, of 1970, which has been in force since 1970. The law was first enacted in 1972.

In addition to 1999, 2002, 2005, and 2006, the Patents Act has been amended numerous times. A TRIPS-compliant Patents Act was required by these amendments.



In 2005, a major change occurred when product patents were extended to all fields of technology, including food, drugs, chemicals, and microorganisms. The deadline for complete compliance with TRIPS was 2005. The Patent Act Rules were also amended in 2012, 2013, and 2014.



INDIA'S PATENT Law History

- » Invention's true and first inventor
- » Assignee of the true and first inventor
- » Legal representatives of deceased persons who were entitled to make such applications immediately before death

PATENTED ITEMS Shouldn't Be Duplicated

A patent for a non-new invention is a waste of time, money, and energy. Make sure someone else has already thought of your invention before you by searching patent databases!

REVAMPING YOUR BRAND

Through the lens of your target audience

66

Unboxfame

GET IN TOUCH

✉ sales@unboxfame.com | support@unboxfame.com Ⓛ www.unboxfame.com