

TRADEMARKS

‘KNOW YOUR BRAND’

A trademark is any word, name, or symbol (or their combination) that lets us identify the goods made or services offered by an individual, firm, society, trust, or company. In a single word, trademarks, such as a brand or logo, can let you know everything about a company's reputation, goods and services.

Imagine if there were no trademarks. How would you identify your favourite brand of shoes, video games, smart phones, or pizza?



Much like your name is a big part of your identity, a trademark defines the identity of the goods or services it is used for.

Hi! My name is Amit™



DON'T FALL FOR FAKES!

A fake or “counterfeit” product is an exact copy of a genuine product (with the same trademark, logos and colours) or so similar, that it leads you to mistake it for the real product. Counterfeit products:

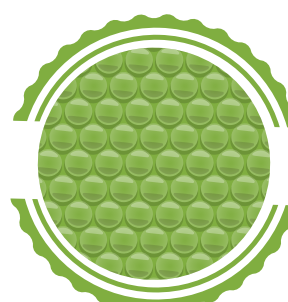
- Use poor quality materials
- Cannot be returned to the seller
- Have not been tested properly and can affect your health and safety

How will I know if I'm buying real or fake? One way to know for sure if you are buying the real deal is to buy from an authorised dealer or official website.

TRADEMARK FUN FACTS



It is thought that blacksmiths who made swords in the Roman Empire were the first users of trademarks



BUBBLEWRAP is a registered trademark for packing material



A trademark registration can last FOREVER if you keep renewing it



Department of Industrial Policy and Promotion
Government of India
Ministry of Commerce and Industry

THINK.CREATE.INSPIRE.LET'S TAKE INDIA HIGHER.
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