

Trademark Classification and Registration

## Introduction to Trademarks

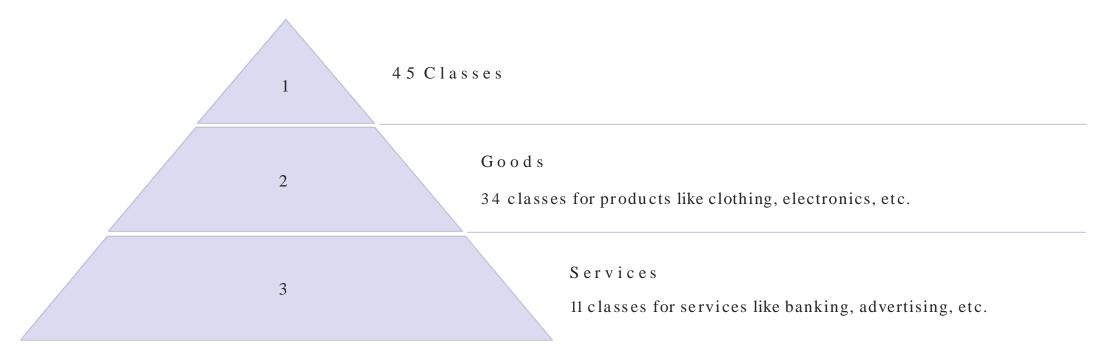
### What is a Trademark?

A trademark is a unique symbol, word, or phrase that identifies and distinguishes a company's goods or services from those of others.

## Importance of Trademarks

Trademarks help build brand recognition, prevent consumer confusion, and protect intellectual property rights.

## Trademark Classification - Nice Classification



The Nice Classification system is an international system that organizes trademarks into 45 different classes based on the type of goods or services.

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## Requirements for Trademark Registration

Distinctiveness

The trademark must be unique and distinctive enough to identify the source of the goods or services.

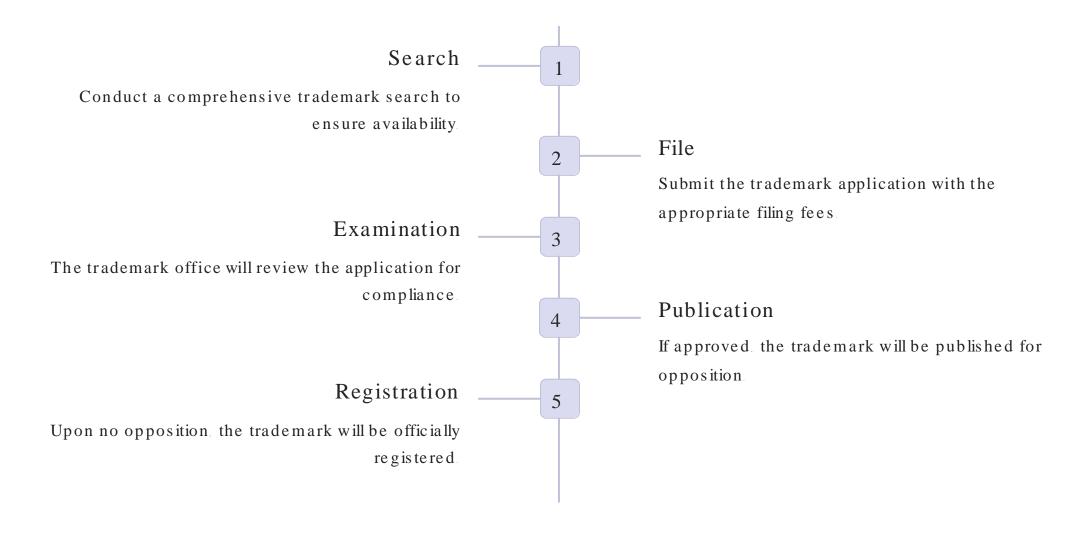
Use in Commerce

The trademark must be actively used to identify and distinguish the applicant's goods or services.

No Existing Conflicts

The trademark must not conflict with an existing registered mark or common law trademark.

## Trademark Application Process



# Trademark Publication and Opposition

1

#### Publication

If the application is approved, the trademark will be published in the USPTO's Official Gazette for a 30-day opposition period.

2

### Opposition

Third parties can file an opposition to challenge the registration if they believe they will be damaged by the registration.

Resolution

If no opposition is filed or the opposition is unsuccessful, the trademark will proceed to registration.



3

## Trademark Registration and Maintenance

10

\$300

Years

Renewal Fee

5

\$100

Grace Period (Years)

Late Fee

Once registered, trademarks must be renewed every 10 years by paying the renewal fee. There is a 5-year grace period to renew, but a late fee will apply.



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