/trademark (Landing page)

// HERO

├── Hero

│ ├── Headline: "Trademark Filing, Objection Handling & Strategic Brand Protection"

│ ├── Subtext: "Register safely, register your chosen name, or turn trademarks into strategy."

│ ├── CTAs:

│ │ ├── [Register with Minimum Hurdles] -> #safety

│ │ ├── [Register My Chosen Brand Name] -> #affinity

│ │ └── [Ongoing Strategy & Oppositions] -> #strategy

│ └── Note: "Bulk or multi-class filings? Per-mark fees reduce. Govt. fees additional."

// WHY-US (short trust block)

├── WhyUs

│ ├── Points: Mindset-based paths; Transparent stage-wise fees (to acceptance); Strategic depth (monitoring/oppositions/international)

// SAFETY (stage-wise fees to acceptance)

├── Section: Safety (#safety)

│ ├── Who: Startups/MSMEs, marketplace sellers, early apps; flexible on name

│ ├── Promise: Choose safest mark; clean filing; routine registry handling

│ ├── Scope: Search → Filing → ER → Hearings → Acceptance/Publication

│ ├── PricingTable (per mark, per class):

│ │ ├── Search (5 marks): ₹6,500

│ │ ├── Extra Search (3): ₹3,500

│ │ ├── Extra Search (5): ₹5,000

│ │ ├── Filing: ₹9,000 (Govt. fee additional)

│ │ ├── ER Response: ₹7,500

│ │ ├── Hearings:

│ │ │ ├── Non-effective: ₹3,500

│ │ │ ├── First effective: ₹15,000

│ │ │ └── Subsequent effective: ₹9,000

│ ├── BulkNote: "Multi-mark/multi-class → reduced per-unit professional fees"

│ └── CTA: [Get my stage-wise estimate] -> opens LeadForm with context=safety

// AFFINITY (stage-wise fees to acceptance)

├── Section: Affinity (#affinity)

│ ├── Who: Growth-stage brands, family businesses, D2C; attached to a specific name

│ ├── Promise: Register your chosen brand name (we won’t force a change)

│ ├── Scope: Filing → ER → Hearings → Acceptance/Publication

│ ├── Tabs:

│ │ ├── Proposed-to-be-Used (#affinity-proposed)

│ │ │ ├── Filing: ₹7,500 (Govt. fee additional)

│ │ │ ├── ER Response: ₹11,000

│ │ │ └── Hearings:

│ │ │ ├── Non-effective: ₹3,500

│ │ │ ├── First effective: ₹15,000

│ │ │ └── Subsequent effective: ₹9,000

│ │ └── In Use (with evidence) (#affinity-inuse)

│ │ ├── Filing: ₹7,500 (Govt. fee additional)

│ │ ├── User Affidavit & Evidence: ₹4,500–₹6,000

│ │ ├── ER Response: ₹11,000

│ │ └── Hearings:

│ │ ├── Non-effective: ₹3,500

│ │ ├── First effective: ₹12,500

│ │ └── Subsequent effective: ₹7,500

│ ├── BulkNote: "Multi-mark/multi-class → reduced per-unit professional fees"

│ └── CTA: [Register my chosen name] -> LeadForm context=affinity

// STRATEGY (retainer/custom; oppositions & ongoing included here)

├── Section: Strategy (#strategy)

│ ├── Who: Corporates, exporters, luxury, multi-brand

│ ├── Positioning: Retainer/custom; no public price list

│ ├── Modules:

│ │ ├── Pre-remediation (on-register risk control)

│ │ │ ├── Spot conflicting applications/registrations

│ │ │ ├── Proactive oppositions/cancellations

│ │ │ └── Defensive filings in allied classes

│ │ ├── Monitoring & Watching (India + global)

│ │ ├── Oppositions (offensive & defensive)

│ │ │ ├── Counterstatement (defense after publication)

│ │ │ ├── Evidence in Support of Application (defense)

│ │ │ ├── Evidence in Reply (when client is opponent)

│ │ │ └── Opposition Hearings (fees per hearing grid)

│ │ ├── Portfolio Building (India + Madrid + national abroad)

│ │ └── Brand Strengthening & Enforcement (renewals, sweeps, takedowns)

│ └── CTA: [Design my strategy retainer] -> LeadForm context=strategy

// ADD-ONS (kept separate; only filing-related extras)

├── Section: AddOns (#addons)

│ ├── Extra Search (3 marks): ₹3,500

│ └── Extra Search (5 marks): ₹5,000

// INDUSTRIES & STAGES (chips or badges)

├── Section: Industries

│ └── Chips: Startup/MSME | Marketplace Sellers | D2C/FMCG | B2B/SaaS | Tech/App | Luxury/Exporters

// FAQ (short)

├── Section: FAQs

│ ├── Govt fees included? → No, additional per class.

│ ├── Packages? → We show stage-wise; bulk/bundles reduce per-mark fees.

│ └── Are oppositions in Safety/Affinity? → No, covered under Strategy.

// LEAD FORM (sticky + bottom)

└── LeadForm (global component)

├── Fields: name, email, phone, dropdown: "What do you need today?"

│ ├── Register safely (Safety)

│ ├── Register my chosen name (Affinity)

│ └── Strategy & Oppositions (Strategy)

├── Message box

└── Buttons: [Get estimate] [Talk to an attorney]