{

"route": "/trademark",

"seo": {

"title": "Trademark Filing, Objection Handling & Strategic Brand Protection",

"metaDescription": "Stage-wise fees up to acceptance for Safety & Affinity models. Strategic retainers for monitoring, oppositions, and portfolio growth in India & abroad.",

"ogImage": "/images/og-trademark.png"

},

"sections": [

{

"id": "hero",

"component": "Hero",

"headline": "Trademark Filing, Objection Handling & Strategic Brand Protection",

"subtext": "Register safely, register your chosen name, or turn trademarks into a strategic advantage.",

"ctas": [

{ "label": "Register with Minimum Hurdles", "href": "#safety" },

{ "label": "Register My Chosen Brand Name", "href": "#affinity" },

{ "label": "Ongoing Strategy & Oppositions", "href": "#strategy" }

],

"notes": "Bulk or multi-class filings? Per-mark fees reduce. Govt. fees additional."

},

{

"id": "why-us",

"component": "Bullets",

"items": [

"Mindset-based paths that match Google Ads user intent.",

"Transparent, stage-wise fees up to acceptance—no surprises.",

"Strategic depth for monitoring, oppositions, and international portfolios."

]

},

{

"id": "safety",

"anchor": "safety",

"component": "PricingBlock",

"title": "Safety — Register with Minimum Hurdles",

"who": "Startups/MSMEs, marketplace sellers, early apps; flexible on name.",

"promise": "Choose the safest mark, file cleanly, and handle routine Registry steps.",

"scope": "Search → Filing → Examination Report (ER) → Hearings → Acceptance/Publication",

"pricingTable": [

{ "label": "Knockout Search (5 marks)", "fee": 6500 },

{ "label": "Extra Search (3)", "fee": 3500 },

{ "label": "Extra Search (5)", "fee": 5000 },

{ "label": "Filing (per mark, per class)", "fee": 9000, "note": "Govt. fee additional per class" },

{ "label": "ER Response", "fee": 7500 },

{ "group": "Hearings", "items": [

{ "label": "Non-effective", "fee": 3500 },

{ "label": "First effective", "fee": 15000 },

{ "label": "Subsequent effective", "fee": 9000 }

]}

],

"bulkNote": "Multi-mark/multi-class instructions qualify for reduced per-unit professional fees.",

"cta": { "label": "Get my stage-wise estimate", "action": "openLeadForm", "context": "safety" }

},

{

"id": "affinity",

"anchor": "affinity",

"component": "TabbedPricing",

"title": "Affinity — Register My Chosen Brand Name",

"who": "Growth-stage brands, family businesses, D2C; attached to a specific name.",

"promise": "We won’t force a name change; we build arguments to register your chosen mark.",

"tabs": [

{

"id": "affinity-proposed",

"label": "Proposed-to-be-Used",

"pricingTable": [

{ "label": "Filing (per mark, per class)", "fee": 7500, "note": "Govt. fee additional per class" },

{ "label": "ER Response", "fee": 11000 },

{ "group": "Hearings", "items": [

{ "label": "Non-effective", "fee": 3500 },

{ "label": "First effective", "fee": 15000 },

{ "label": "Subsequent effective", "fee": 9000 }

]}

]

},

{

"id": "affinity-inuse",

"label": "In Use (with evidence)",

"pricingTable": [

{ "label": "Filing (per mark, per class)", "fee": 7500, "note": "Govt. fee additional per class" },

{ "label": "User Affidavit & Evidence", "feeRange": [4500, 6000] },

{ "label": "ER Response", "fee": 11000 },

{ "group": "Hearings", "items": [

{ "label": "Non-effective", "fee": 3500 },

{ "label": "First effective", "fee": 12500 },

{ "label": "Subsequent effective", "fee": 7500 }

]}

]

}

],

"bulkNote": "Multi-mark/multi-class instructions qualify for reduced per-unit professional fees.",

"cta": { "label": "Register my chosen name", "action": "openLeadForm", "context": "affinity" }

},

{

"id": "strategy",

"anchor": "strategy",

"component": "StrategyModules",

"title": "Strategy — Ongoing Protection, Oppositions & Portfolio Growth",

"positioning": "Retainer/custom. No public price list.",

"modules": [

{

"title": "Pre-remediation (on-register risk control)",

"bullets": [

"Spot conflicting applications/registrations",

"Proactive oppositions/cancellations",

"Defensive filings in allied classes"

]

},

{

"title": "Monitoring & Watching (India + global)",

"bullets": [

"Register watch and alerts",

"Marketplace and app-store sweeps",

"Action recommendations"

]

},

{

"title": "Oppositions (offensive & defensive)",

"bullets": [

"Counterstatement (defense after publication)",

"Evidence in Support of Application (defense)",

"Evidence in Reply (when you are the opponent)",

"Opposition hearings (per hearing fee grid)"

]

},

{

"title": "Portfolio Building",

"bullets": [

"Multi-class filings in India",

"Madrid Protocol & national filings abroad",

"Renewals & docketing, portfolio analytics"

]

},

{

"title": "Brand Strengthening & Enforcement",

"bullets": [

"Periodic audits, defensive marks",

"Takedowns/anti-counterfeit coordination"

]

}

],

"cta": { "label": "Design my strategy retainer", "action": "openLeadForm", "context": "strategy" }

},

{

"id": "addons",

"anchor": "addons",

"component": "AddOns",

"title": "Add-ons",

"note": "Only filing-related extras; all ongoing/defensive work appears under Strategy.",

"items": [

{ "label": "Extra Search (3 marks)", "fee": 3500 },

{ "label": "Extra Search (5 marks)", "fee": 5000 }

]

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{

"id": "industries",

"component": "Chips",

"title": "Industries & stages we serve",

"chips": [

"Startup/MSME",

"Marketplace Sellers",

"D2C/FMCG",

"B2B Services/SaaS",

"Tech/App",

"Luxury/Exporters"

]

},

{

"id": "faqs",

"component": "FAQ",

"items": [

{ "q": "Are Govt. fees included?", "a": "No—professional fees are listed; Govt. fees apply per class as per category." },

{ "q": "Do you offer packages?", "a": "We present stage-wise fees for transparency. For bulk/bundled instructions, per-unit professional fees reduce." },

{ "q": "Is opposition included in Safety/Affinity?", "a": "No—oppositions, monitoring, and cancellations are offered under Strategy." }

]

},

{

"id": "lead",

"component": "LeadForm",

"title": "Get your stage-wise estimate",

"fields": [

{ "name": "fullName", "type": "text", "required": true },

{ "name": "email", "type": "email", "required": true },

{ "name": "phone", "type": "tel", "required": true },

{

"name": "need",

"type": "select",

"options": [

{ "label": "Register safely (Safety)", "value": "safety" },

{ "label": "Register my chosen name (Affinity)", "value": "affinity" },

{ "label": "Strategy & Oppositions", "value": "strategy" }

],

"required": true

},

{ "name": "message", "type": "textarea", "required": false }

],

"actions": [

{ "label": "Get estimate", "type": "submit" },

{ "label": "Talk to an attorney", "type": "callback" }

]

}

],

"footerNotes": "All fees are professional fees per mark/per class unless stated. Govt. fees are additional. Oppositions, monitoring, cancellations, portfolio/international filings and enforcement are offered under Strategy. Bulk/multi-class discounts apply."

}