**Hero / Top Fold**

**Headline:**  
Trademark Filing, Objection Handling & Strategic Brand Protection

**Sub-headline:**  
Pick the path that fits your need today—register safely, register *your chosen name*, or turn trademarks into a strategic advantage.

**Primary CTAs:**

* **Register with Minimum Hurdles** → Safety
* **Register My Chosen Brand Name** → Affinity
* **Ongoing Strategy & Oppositions** → Strategy

Bulk or multi-class filings? Per-mark fees reduce. Govt. fees are additional and as applicable per class.

**Why choose us**

* **Mindset-based pathways** that match how real clients arrive from Google.
* **Transparent, stage-wise fees up to acceptance**—no surprises.
* **Strategic depth** for brands that need monitoring, oppositions, and international portfolio growth.

**SAFETY — Register with Minimum Hurdles**

*For cautious filers (startups/MSMEs, Amazon/Flipkart sellers, early apps) who are flexible on the name and want the cleanest path to acceptance.*

**Scope covered:** Search → Filing → Examination Report (ER) Response → Hearings → **Acceptance/Publication**  
Oppositions are a separate phase (see Strategy).

**Stage-wise professional fees (per mark, per class)**

* **Knockout Search (5 marks): ₹6,500**  
  Add 3 marks ₹3,500 | Add 5 marks ₹5,000
* **Filing: ₹9,000**  
  Govt. fee additional per class.
* **ER Response: ₹7,500**
* **Hearings (same for wordmark/device):**
  + Non-effective: **₹3,500**
  + First effective: **₹15,000**
  + Subsequent effective: **₹9,000**

**Bulk/Multi-class note:** Filing multiple marks or classes qualifies for **reduced per-unit professional fees**.  
**CTA:** **Get my stage-wise estimate →**

**AFFINITY — Register *My Chosen Brand Name***

*For brand-attached filers (growth-stage brands, family businesses, D2C) who want* ***that exact name*** *registered—even if objections or hearings arise.*

**Scope covered:** Filing → ER Response → Hearings → **Acceptance/Publication**  
Oppositions are a separate phase (see Strategy).

**Track A — Proposed-to-be-Used**

* **Filing: ₹7,500**  
  Govt. fee additional per class.
* **ER Response: ₹11,000**
* **Hearings:**
  + Non-effective: **₹3,500**
  + First effective: **₹15,000**
  + Subsequent effective: **₹9,000**

**Track B — In Use (with evidence)**

* **Filing: ₹7,500**  
  Govt. fee additional per class.
* **User Affidavit & Evidence: ₹4,500–₹6,000**
* **ER Response: ₹11,000**
* **Hearings:**
  + Non-effective: **₹3,500**
  + First effective: **₹12,500**
  + Subsequent effective: **₹7,500**

**Bulk/Multi-class note:** Filing multiple marks or classes qualifies for **reduced per-unit professional fees**.  
**CTA:** **Register my chosen name →**

**STRATEGY — Ongoing Protection, Oppositions & Portfolio Growth**

*For corporates, exporters, luxury and multi-brand companies that treat trademarks as* ***strategic assets****.*

**This section covers work beyond filing-to-acceptance:**

* **Pre-remediation (on-register risk control):** spot conflicting applications/registrations and act early (oppositions, cancellations, defensive filings in allied classes).
* **Monitoring & Watching (India + global):** ongoing register watch; marketplace/app-store sweeps; alerts with action recommendations.
* **Oppositions (offensive & defensive):**
  + Counterstatement (defending your application after publication)
  + Evidence in Support of Application (defense)
  + Evidence in Reply (when you are the opponent)
  + Opposition hearings (charged as per hearing grid above)
* **Portfolio Building:** multi-class India filings, Madrid & national filings outside India, renewals & docketing, portfolio analytics.
* **Brand Strengthening & Enforcement:** periodic audits, defensive marks, takedowns/anti-counterfeit coordination.

**Pricing:** Retainer/custom—scoped to brand size, markets and volume.  
**CTA:** **Design my strategy retainer →**

**Add-ons (kept separate from the models)**

*Only items that extend filing clarity—everything ongoing/defensive lives inside Strategy.*

* **Extra Search (3 marks): ₹3,500**
* **Extra Search (5 marks): ₹5,000**

**Industries & stages we serve**

Startup/MSME • D2C/FMCG • B2B Services/SaaS • Tech/App • Luxury/Exporters • Marketplace Sellers

**FAQs (short, conversion-friendly)**

* **Are Govt. fees included?** No—professional fees are listed above; Govt. fees apply per class as per category.
* **Do packages exist?** We keep it **stage-wise** for transparency. For bulk/bundled instructions, we reduce per-unit professional fees.
* **Is opposition included in Safety/Affinity?** No—oppositions and ongoing monitoring are **Strategy** services.

**Lead capture (sticky + section end)**

**Get your stage-wise estimate**  
Name • Email • Phone • What do you need today? *(Register safely / Register chosen name / Strategy & Oppositions)* • Message  
**Buttons:** **Get estimate** | **Talk to an attorney**

**Footer clarity**

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.

If you want, I can also supply this as a **one-page wireframe** (section order, headings, button labels, and sample UI notes) for your dev team, or adapt the copy for your brochure/PDF.