



## Trademark Registration

A trademark, trade mark, or trade-mark is a distinctive sign or indicator used by an individual, business organization, or other legal entity to identify that the products or services to consumers with which the trademark appears originate from a unique source, designated for a specific market, and is used to distinguish its products or services from those of other entities. A trademark is typically a name, word, phrase, logo, symbol, design, image, or a combination of these elements. There is also a range of non-conventional trademarks comprising marks which do not fall into these standard categories, such as those based on color, smell, or sound.

## Importance of Trademark

Trademark is denoted as your intellectual property as it adds to your brand identity as its quite mandatory to have the Trademark Registration to create own brand identity in the market and to stop others who are misusing and creating confusion in the market by infringing your brand name. Your reputation is represented by your trade mark. Others may seek to use/copy your trade mark or something akin to your trade mark for their own use and thus take advantage of the reputation earned by you in the market. Registration of your trade mark is the surest and quickest means of avoiding these circumstances. Furthermore, registration establishes your exclusive rights to use that trade mark for your goods or services.

## Trademark Registration Procedure

The procedure for applying for Trademark Registration is as follows:

1. Search:- A search is conducted at the Trade Mark Registry, Govt. Office to As certain whether the trademark to be applied for is registrable or not.
2. Application For Registration:- An application needs to be filed after the search. We need to prepare the complete application doc and file the same. On submission, application number is received which is made available to you along with copy of application.
3. Official Objections, If Any: We need to reply to official objections raised under various sections of the Act.
4. Publications and Registration: The mark is then published in the trademark journal and a certificate of registration is issued.

## Time Period :

Application will be filed within 24 hrs after which you can start using 'TM' in case of you deal in goods and 'SM' in case of you deal in services. Registration certificate will be received after about 2 Years.(Approximately).

## Validity :

The Trademark Registration certificate will be valid for 10 years from the date of application and will have to be renewed for every 10 years.



## Flow Chart of Trademark

**Start Using TM**



**Start Using ®**