

Trademark Registration

What is Trademark registration in India?

Trademark registration in India is a sign capable of distinguishing the goods or services of one enterprise from those of other enterprises. Trademarks are protected by intellectual property rights.

In principle, a trademark registration will confer an exclusive right to the use of the registered trademark. This implies that the trademark can be exclusively used by its owner, or licensed to another party for use in return for payment.

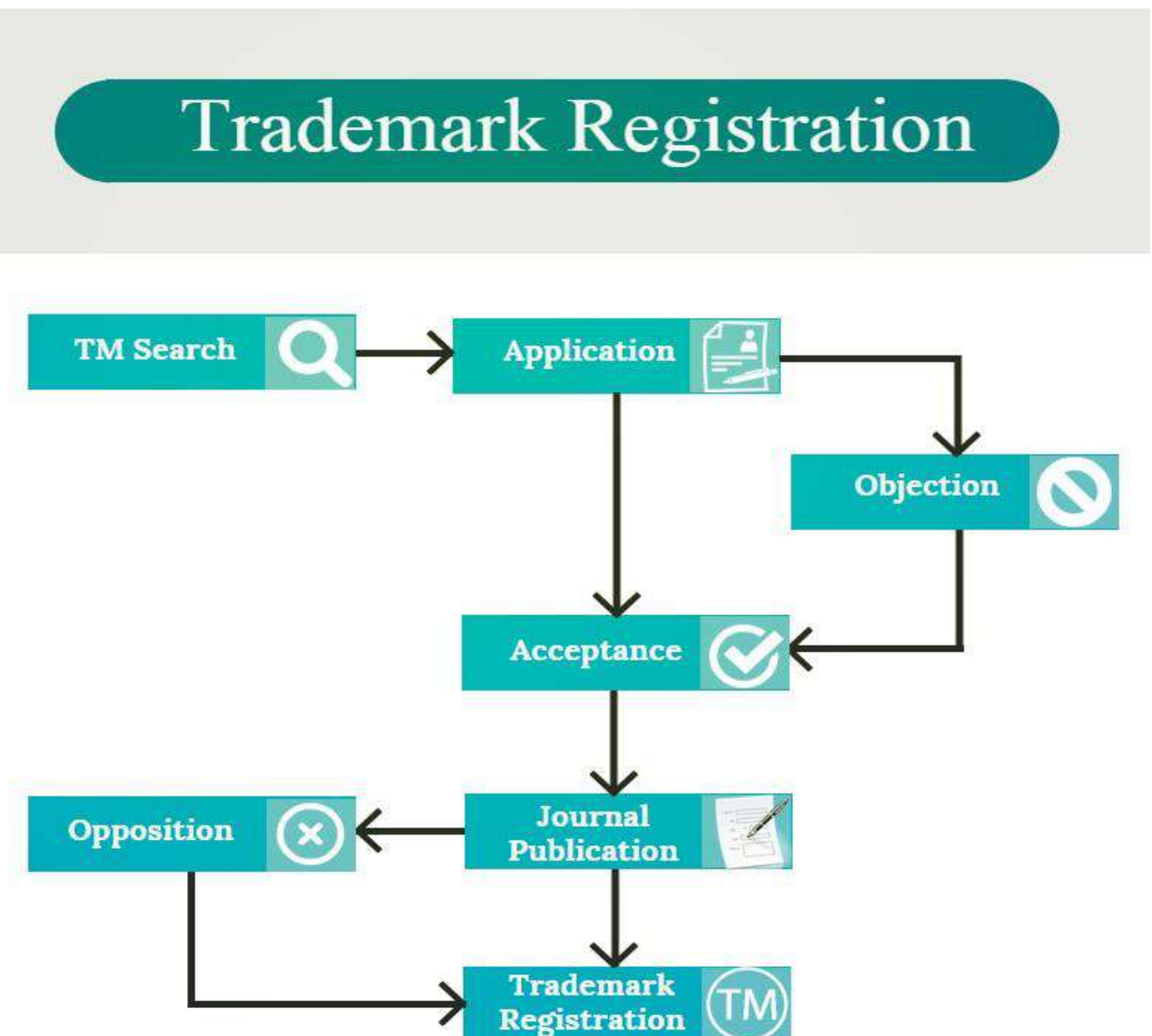
Benefits of Trademark

By trademarking your company's name, you are protecting the brand, its reputation, and your ideas, all of which you undoubtedly invested a great deal of blood, sweat, and tear working on. And while the trademarking process itself will take time in all areas considered, nothing would be worse than not protecting your brand and potentially be faced with an infringement lawsuit from a larger company.

Registration provides legal certainty and reinforces the position of the right holder, for example, in case of litigation.

The "™" symbol can be used with the trademark applicant with the brand once it is registered.

Steps



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General Points

1. An Intangible Asset
Once a trademark is registered, it becomes an intangible asset that can be traded, franchised, commercially contracted and distributed.
2. Protection Against Infringement and Other Legal Protection
The owner has the right to sue any third party that uses the trademark without the prior permission of the owner of the trademark.
3. Voluntary, not Compulsory Registration
The registration of a trademark is done on a voluntary basis.
4. Validity
A registered trademark has a period of validity that stretches up to 10 years before it has to be renewed again.
5. Trademark Symbols
 - Trade Mark (TM) and Service Mark (SM)

This symbolises that the trademark has not yet been registered, but an application for the same is pending.

- R Symbol

On the approval of the trademark application, you, as the proud owner of the newly registered trademark, are empowered to display the R symbol next to the trademark.

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