



## FEDERAL TRADEMARK REGISTRATION GUIDE

[www.charlestontrademarklaw.com](http://www.charlestontrademarklaw.com)

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# WHAT IS A TRADEMARK

Trademarks are a valuable intellectual property asset that refer to brand identifiers. Brand names, logos, and slogans are the most common examples of trademarks. Trademarks are unique and should enable consumers to identify the source of the goods or services that the trademark is attached to.

## Word Marks

- Brand names
- Slogans
- Broad Protection
- Standard Character Application

## Design Marks

- Logos
- Design Element Included
- Special Character Application

# TRADEMARK NAMING GUIDE

Trademarks must be unique in order to receive federal registration protection. This page reviews the categories of terms that can receive protection and what to avoid. A comprehensive clearance search is advised to identify any possible conflicts.

## **Coined Terms**

- Strongest Protection
- Made Up Terms
- Inherently Unique

## **Arbitrary Terms**

- Strong Protection
- Unrelated to Good or Service

## **Suggestive Terms**

- Strong Protection
- Suggestive of an Attribute of Good or Service

## **Descriptive Terms**

- Directly Describes Good or Service
- Must have Secondary Meaning for Protection

- Avoid Names and Surnames
- Avoid Proper Places
- Avoid Generic Terms
- Avoid Acronyms and Numbers

# TRADEMARK REGISTRATION BENEFITS



## Exclusive Rights

Federal trademark registration with the USPTO gives the owner the exclusive rights to use that trademark and the strongest legal recourse to stop infringers.



## Customer Goodwill

Trademark registration instills confidence in your consumers about the values of your company and the quality of the goods or services marketed under your brand.



## Brand Equity

Federal trademark registration is the foundation of developing sustainable brand equity, adding value to your business and opening the door to additional revenue streams from licensing and franchising.

# TRADEMARK REGISTRATION PROCESS

Filing a trademark application with the USPTO initiates a technical legal proceeding. This chart highlights the main steps in the trademark registration process.





# REGISTRATION CHECKLIST

- ☐ Select a Unique Trademark
- ☐ Perform a Comprehensive Clearance Search
- ☐ Analyze Clearance Search & Evaluate Risk
- ☐ Prepare and File Application
- ☐ Respond Timely to USPTO Office Actions
- ☐ Calendar Renewal Filing Dates
- ☐ Maintain and Enforce

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## TRADEMARK LAW

### Flat Fee Trademark Package

This service is comprehensive and includes representation throughout the trademark registration process.

- ✓ Comprehensive Search
- ✓ Risk Evaluation and Opinion
- ✓ Strategic Class Selection
- ✓ Specimen Formatting
- ✓ Preparing and Filing Application
- ✓ Office Action Responses
- ✓ Application Monitoring

**\$1,000 per application**

# Ready to Get Started?

Contact Charleston Trademark Law to learn more about our process and to get started on registering your trademarks.

Visit [www.charlestontrademarklaw.com](http://www.charlestontrademarklaw.com) or scan the code below.



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