

4 steps to trademark your brand

1

LEARN THE TERMINOLOGY

Understand which trademarking avenue is right for your brand.



Registered Trademark
USPTO-registered protection for products and services



Trademark
Non-registered, common law protection for products



Service Mark
Non-registered, common law protection for services



Copyright
Protection for tangible works throughout the lifetime of the author

What About Taglines? If you don't have a registered trademark yet, use the TM with your tagline if your company sells products or the SM if you sell services.

2

KNOW YOUR REASONING

Trademarking is a marketing strategy that can add value and security to your brand.



Build Brand Recognition



Prevent Confusion



Deter Copying



Secure Damages

3

DETERMINE YOUR TIMING

There are several key milestones in your business journey where trademarking is essential.



Solidifying Brand Identity

When you are committed to investing in your brand long-term



Distinguishing Critical Assets

When specific products or services are critical to your business



Entering New Markets

When your business is growing nationally or internationally



Expanding Online

When you develop a new website or broaden your digital presence



Securing Investments

When you are positioning your brand to secure funding or investors



Licensing to Others

When you license or distribute your offerings to other businesses

4

SECURE YOUR TRADEMARK

Prepare and submit your application to ensure your trademark is secured effectively.



Step 1: Conduct a cursory search

Check the availability of your logo, word, or phrasing via trademark authority databases like USPTO, WIPO, Gov.UK, and TMView. Then browse search engines, social media, and other relevant spaces. Don't forget to explore URL availability on domain registrars when trademarking a company name.



Step 2: Perform a comprehensive search

Consult legal counsel for help performing a more comprehensive availability search. This ensures your trademark is distinctive and ready to endure the rigorous requirements of registration.



Step 3: Prepare an application

Begin an application for a registration certificate, which requires your business name and address, the name of the mark, the description and class(es) the mark will protect, and the appropriate application funds.



Step 4: File Your Application

Submit your application with the USPTO Trademark Electronic Application System or other authority. Total costs vary depending on a few factors, including application type, number of classes registered, and attorney fees.

We've successfully helped B2B brands develop naming strategies, search for availability across channels, and secure their trademarks. Our expertise ensures your brand is protected and positioned for long-term success.