



energysquare

Power & connectivity by **contact**

Use of trademarks

By a young innovative French company

Power by **Contact**® is the first wireless charging technology answering to **both** user and manufacturer needs



The first **universal wireless charging technology** for laptops

User **benefits**

Manufacturer **benefits**



free
positioning



multi-**charging**
even for laptop



power and
efficiency



cost
effective



versatile
integration



no
overheating

Our experience with trademarks as a young company

Before starting your company

Check that the trademark is available on the right

« class »

Check that the domain name is available

Take these actions before communicating about your company

« energycloud » became
« energysquare »

When you fill the trademark

Be very careful with the « class » you select – be sure you will use it

Be aware of the delay to extend your trademark, that is quite short

Financing trademark

Depending on your country of operation, you can find financing sources for filling and extending a trademark

« Pass PI » in France

SME Fund



Why trademarks are important for a young company

Short term vision

A trademark gives you a freedom to operate a commercial name

It also allows you to communicate on your products and services



Financing

During a due diligence, Business Angels and Investment Funds will verify that your trademark is registered



Long term vision

Changing the name of your company, domain name or products will be very expensive after a few years, it is good calculation to invest in it from day 1

Trademarks can be renewed indefinitely every 10 years

Thank you!

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