WHAT ARE THESE TRADEMARKS MARCO IS TALKING ABOUT?

DO YOU SEE ALL THE TRADEMARKS? THE WORLD’S FULL OF TRADEMARKS!

BY THE WAY, WE HAVE TO DECIDE WHAT OUR TRADEMARK IS GOING TO BE.

WE, PING SONG, ARE GOING TO MAKE HISTORY...

WHAT ARE THESE TRADEMARKS MARCO IS TALKING ABOUT?

FIND OUT INSIDE!

ALL ABOUT TRADEMARKS.
ARE YOU SURE IT’S HERE?

YES, IT’S A PLACE WHERE THEY MAKE T-SHIRTS TO ORDER.

THERE IT IS!

COOL! THIS IS JUST WHAT WE WANT!

THINK OF IT, WE ORDER BLANK T-SHIRTS...

PING SONG DOES THE DESIGNS...

YOU AND I PRINT THEM AND PUT OUR TRADEMARK ON THEM AND...

WE SELL THEM IN THE STREET!
I hope it works out! We’ll be up against some very famous trademarks!

But they don’t have a team like ours...

I think there should be room for everyone.

The famous marks already have theirs...

As our t-shirts will be unique...

There’ll be room for us too!

Have you heard about Tricky Ricky’s latest?

He copies well-known trademarks...

And sells his things...

As if they were the originals!
RICKY’S A CHEAT! WE’LL SHOW HIM THAT WE CAN MAKE AN HONEST LIVING... WITH HARD WORK...

OH, AND HERE COMES CHULL...

AND OUR OWN TRADEMARK!

HI GUYS! I’VE BEEN TO THE TRADEMARK REGISTRY...

WHAT IS A TRADEMARK?

“A TRADEMARK MEANS ANY SIGN THAT SERVES, IN TRADE, TO DIFFERENTIATE THE GOODS AND SERVICES OF ONE PERSON OR COMPANY FROM THOSE OF ANOTHER”

THE THING IS THAT IT IDENTIFIES THE PRODUCT OF THAT PERSON OR COMPANY SO THAT IT IS NOT CONFUSED WITH OTHERS!

“A TRADEMARK MAY BE A WORD, FIGURE, LABEL, SOUND, IN THREE DIMENSIONS...
IF PEOPLE IDENTIFY THE PRODUCT THEY WANT, THEY CAN ASK FOR IT.

THAT’S RIGHT, AND THE TRADER HIMSELF CAN PUBLICIZE IT BY ADVERTISING.

THAT SEEMS CLEAR.

NEVER CLEARER!

IF THE PRODUCT IS WELL RECEIVED, PEOPLE WILL RECOGNIZE THE TRADEMARK, WHICH ITSELF WILL BECOME BETTER KNOWN AND INCREASE IN VALUE.

A TRADEMARK CAN BE USED TO CREATE AN IMAGE AND A STYLE FOR THE PRODUCT.

IF YOU LOOK AT IT THE OTHER WAY, WITHOUT A TRADEMARK NO ONE WILL RECOGNIZE THE PRODUCT.

IT’S CHOCOLATE, VERY TASTY, BUT I CAN’T REMEMBER THE TRADEMARK...

THAT’S HOW IMPORTANT IT IS TO HAVE A TRADEMARK!

WELL I CAN’T JUST GUESS!
SO REMEMBER, GUYS: IF THE MARK GETS WELL KNOWN, PEOPLE LOOK OUT FOR IT, AND...

WE GET TO THE TOP! WE CASH IN!

BUT WAIT A MINUTE... WHAT IF OTHERS COPY OR IMITATE OUR TRADEMARK?

THAT’S NOT ALLOWED: TRADEMARKS HAVE TO BE SPECIAL, AND DIFFERENT FROM ALL OTHERS IN EXISTENCE.

THEY’RE SUPPOSED TO IDENTIFY, NOT CONFUSE.

BUT WHAT IF THEY STILL COPY OR IMITATE US?

TO PROTECT YOUR TRADEMARK, YOU FIRST HAVE TO GET IT REGISTERED.

WE REPORT THEM TO THE AUTHORITIES FOR BREAKING THE LAW.

CONFISCATION AND A FINE? WHY SO MUCH, WHEN MY BUSINESS IS SO SMALL?

counterfeiting is a serious offense, sir...

YEAH, YOU SWINDLER!

GULP! AND IF I HAVEN’T REGISTERED IT?
Registration is for ten years, but can be renewed again and again. (2)

We must all suggest words that customers like, and choose the best one.

You can’t protect it! (1)

Registration puts you in charge of the mark.

The only one allowed to use it.

It makes you the owner...

Is that for life?

Registration is for ten years, but can be renewed again and again. (4)

We’d better create our trademark and get it registered right now.

Step this way, please!

You have to remember that customers link the trademark with the product.

We’d better create our trademark and get it registered right now.

It makes you the owner...

Registration puts you in charge of the mark.

The only one allowed to use it.

You can’t protect it! (3)

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You have to remember that customers link the trademark with the product.
WHAT DO YOU THINK OF BAMPACHUPIN?

BAMPACHUPIN?

IT’S FROM BAPI-MARCO-CHULI-PING SONG...

SOUNDS LIKE A MEDICINE.

WHAT ABOUT CALLING IT RIBOC?

WHAT, LIKE REEBOK, THE TRADEMARK IN THE TV COMMERCIALS...

YES, IT’S KNOWN ALL OVER THE WORLD!

AREN’T YOU FORGETTING THAT WE CAN’T USE A TRADEMARK THAT’S ALREADY REGISTERED?

OOPS! SORRY...

EXCEPT OF COURSE WITH THE OWNER’S PERMISSION.

YOU CAN GIVE PERMISSION?

THERE ARE VARIOUS KINDS OF TRADEMARK

- SUGGESTIVE OR EVOCATIVE. SUCH NAMES SUGGEST THE QUALITIES OF THE PRODUCT OR SERVICE:

- ARBITRARY. WHERE THE NAMES DO NOT DESCRIBE OR SUGGEST THE QUALITIES OF THE PRODUCT OR SERVICE:

- FANCIFUL. WITH NO SPECIFIC MEANING:

**Delicious**

**CRUNCH**

**Swan KING crown**

**KODAK**

**fanta**

**TOYOTA**
Owning a trademark is like owning a car. It is something that you can sell or let someone use for a while if he pays for it.

That depends on the market value of the trademark; that’s why prestige is important, remember?

A trademark, like any commodity, is negotiable.

Come on guys, we have to decide on our trademark!

Why not my name, Marco? Why not?

Why not? It’s an arbitrary mark!

Why not Marco vanity?

Ha ha...
IT DOESN'T HAVE TO BE ME! IT COULD BE CHULI LÓPEZ.

CHULI LÓPEZ IS MY NAME, IT'S LIKE MY TRADEMARK. I OWN IT, AND I WON'T LET YOU USE IT.

NO!

WHAT IF WE MADE IT FOR LIFE?

FOR LIFE... CLOTHING FOR LIVING, FOR LIFE...
I LOVE FOR LIFE...
I WEAR FOR LIFE.

I LIKE FOR LIFE!

FOR LIFE®, WITH ITS ® FOR "REGISTERED".

RIGHT! SO NOW WE DESIGN IT AND GET IT REGISTERED!

THERE ARE ALSO PROHIBITIONS ON TRADEMARK REGISTRATION, WHICH VARY ACCORDING TO THE LAWS OF EACH COUNTRY.

FOR MORE INFORMATION YOU CAN GO TO YOUR LOCAL TRADEMARK OFFICE.
Our T-shirts will be ForLife®, but what if someone brings out ForLife® caramels, for instance? He can do that because it’s a different product, with nothing to do with our T-shirts.

There’s no risk of confusion when the products have nothing to do with each other, like cars and cameras. The different products are arranged in different classes.

The classes of products are described in the Nice International Classification.

And who decides on the classes?

Here’s our application...

Right

Now what?

...and I’d like a stamped copy, please.
WE HAVE TO PUBLISH THE APPLICATION IN WHATEVER NEWSPAPER THE TRADEMARK OFFICE SAYS.

SO THAT ANYONE WHO IS AGAINST OUR MARK CAN INFORM THE TRADEMARK OFFICE.

WHAT FOR?

AND IF NOBODY IS AGAINST IT?

THEN THE TRADEMARK OFFICE CHECKS WHETHER THE APPLICATION IS THEN OK.

OUR PRODUCT HAS GOT ITS OWN REGISTERED TRADEMARK...

PEOPLE RECOGNIZE IT AND ASK FOR IT.

SOME TIME LATER...

IT'S BEEN HARD WORK, BUT OUR TRADEMARK HAS GOT A REPUTATION AND NOW...

WE'RE ALL CASHING IN!