

BRANDING YOUR APP: TRADEMARK BASICS

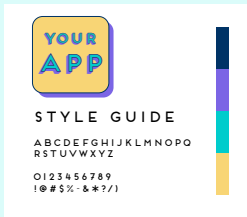
STEP 1

PLAN YOUR BRAND

1 WHAT is your biz/app name?

Logo? Tagline? Slogan?

You can prevent others from using these through IP laws.



2 DO your research!



Whether your app is targeted to a local or global market, don't copy identical or similar trademarks already registered. Your brand must be unique! Keep colors, fonts, spelling and graphics in mind.

3 DECIDE if you need trademark ® protection



Typically a **word, phrase, symbol, or design** that identifies you as the source of product or service. Protects against another business from using the same mark.

STEP 2

REGISTER YOUR TRADEMARK

1 HIRING an attorney or an IP agent

You may need an attorney if filing in a country that requires it. You should consider hiring a trademark lawyer to provide expert assistance in the application process. Use due diligence to research lawyers and third-parties offering trademark assistance.



Beware of companies offering to "help" you.

2 FILE the application

File an application for registration of your mark in each country where protection is desired **OR**



File an international application for registration of your mark under the Madrid System if protection is sought in several countries (parties to the Madrid Protocol).

3 HOW long does application process take?

Usually 12-18 months



STEP 3

PROTECT YOUR BRAND

1 TRUST in your trademark

It is the foundation of the relationship you build with your customers - Protect It!

Ratings
4.5



2 USE & RENEW



USE IT OR
LOSE IT

Continuously use your trademark in commerce.

Maintain your trademark registration by filing required forms and paying fees with trademark offices.

3 MONITOR for unauthorized uses of your trademark

