Article published on November 25th 2011 | Business

There are many benefits to going through a trademark registration process and it is well worth the investment in the long term. Trademark registration is the process of registering a symbol that is unique to your business. Once it is registered it means no one else can use that symbol or the same name as your business or products to sell the same or similar items. If people donâ€™t invest in trademark registration them anyone else can set up the same business as you with the same name selling the same products and cash in on your hard work and cause confusion amongst consumers.

There are numerous benefits associated with trademark registration. These include you having exclusive statutory rights to your business name in your area of business. It will mean nobody can sue you for infringement of trademark, you can easily find out who owns a trademarked business, it is easier to get investment for your business as they will know your brand is protected and you can sell your trademark at any time and you can franchise your trademark to other people. It is much better to go through trademark registration as soon as you set a business up, that way you are protected from the start and this can save you a lot of money if you find out later that you are infringing someone elseâ€™s trademark and have to change your company name. People who have worked hard to build up a brand and that are well recognised by name cannot really afford to risk not going through trademark registration as it would be a foolish and costly mistake to make.

If you want to find out more about trademark registration you will need to carry out a trademark search. Many companies specialise in trademark registration and trademark search facilities. They will ensure that your chosen trademark is not currently being used by someone else in a similar field of work. If it is then they may be able to carry out a trademark search to see if any similar trademarks are available as an alternative.

Article Source:
http://www.articleside.com/business-articles/the-advantages-of-trademark-registration.htm - Article Side

Julia Roger - About Author:
a Trademark Registrationis what our company has specialised in for many years, offering a reliable service. Simple-trademark.co.uk provides great a Trademark Search as well - visit our website for more information!

Article Keywords:
Trademark Registration,Trademark Search

You can find more free articles on Article Side. Sign up today and share your knowledge to the community! It is completely FREE!