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Trademark attorney is the individual having expertise in managing the legal procedures related to the trademarks such as filing for trademarks and protecting the trademark of clients. Trademarks are usually referred to the special logos, names, design, words and symbols that differentiate one company to other. This is the major reason why each company makes use of unique logo and name. Moreover, these unique names and logos assists companies to keep their commercial reputation secure in market while preventing it from the infringement. Here the trademark attorney role comes in order to utilize laws and apply them precisely to prevent infringing the trademarks rights of their clients.

Trademarks and its related Intellectual properties:

Usually, there are four specific categories that fall under the trademark law on which trademark lawyer will be specialized.

* Trademarks: These are peculiar logos, words, phrases and emblems that are directly linked with the products to identify them. Usually, the trademarks are placed or marked in the products in physical manner such as placing trademark logo of the company in its products like computer.

* Service Marks: In case company doesnâ€™t have any merchandise to sell in market, still company can product its image and logo consider them as service marks rather than trademarks. Usually, service marks are linked with the advertising of the company or the products that company owns.

* Trade Dress: Trade dress denotes to the peculiar appearance, design and texture of the particular company products. It also includes the specific packaging and promoting of the products of any company. The color combination of any productsâ€™ package could also come under the trademarks.

* Trade Names: The registered name of the company or the name on which the company is operating in market both are subjected to the trademarks law protection. For example, if you have business registered with Sam dry cleaning name but running it in market with name of instant dry cleaning. In that case, both names can be protected under the trademark law.

How to acquire trademark?

Use: Whenever any company uses any peculiar logo or name in order to identify its company, it automatically becomes its trademark property. Usually, we all have noticed â€œTM â€œor â€œSMâ€• ass with products or services that denotes company is making people aware of their rights on particular logo or name. However, the logo or other trademarks are registered for trademark protection or not, they all are considered as the trademark property of the company.

Registration: Sometimes companies registered their name or logo with the respective authority. When we noticed the Â® or r-symbol associated with the products placed near to the logo of the company, this means that company has registered its unique logo or name with the United States Patent and Trademark Office. It means the logos that are registered only use by the owners. Usually, the trademark lawyer will not only assist their clients but protect their trademark right from the unauthorized access and unfair usages.

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