Trademarks give a unique identity to each Organization

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Trademarks:

Apart from the name of the company, what is really unique in its design, features and color is the trademark of the company. Different companies have different trademarks and each trademark is personalized. Depending upon the unique nature and qualities of the company, a trademark is designed, so that people recognize the companyâ€™s presence anywhere in the world. A trademark could be any logo, a symbol, phrase or a word which distinguishes the companyâ€™s services or products from all other services and products. Trademarks of several big companies are actually quite popular amongst its clients.

Trademark application:

Trademarks are designed to distinguish each companyâ€™s unique products and services from all other services and products. Companies are identified by their trademarks and several trademarks are extremely popular amongst its clients. A trademark is designed keeping in mind the unique vision, nature and features of the company and it could be a logo, symbol, a phrase or a simple word. After designing the trademark, each company needs to register it under the Trademarks Act. An application is filed along with the filing fee and is renewed every ten years. trademark application can also be filed online on the website of the Trade Marks Registry

Trademark litigation:

A trademark is designed to identify and distinguish the goods or services and their origin. The trademark of each company guarantees unchanged and consistent quality, it stands for the unique vision and features of the company. It is like a face of the company and creates a certain image in the minds of the people. Since each trademark is unique and registered under the Trademarks Act, the trademark belongs to the company and is protected from infringement. Unauthorized use of a registered trademark can be challenged in the court of law. For all trademark litigation processes, one can consult a law firm.

Patent registration:

Patents are a form of intellectual property. When individuals or companies working in any field come up with a unique product or design, they may seek exclusive rights for the same by the government. The government shall grant exclusive rights to the patentee if the patentability requirements such as uniqueness and novelty are met, patent registration is important for preventing others from selling, making, using or distributing the novel invention without the permission of the patentee. Patent registration involves filing an application including the invention description at any of the patent offices. A registered patent agent can file an application on behalf of the inventor.

Trademark registration:

Trademarks are unique in their design and features and stand for the uniqueness of the company they are designed for. Trademarks distinguish the services or products provided by a company from all other services and goods. Each company has a trademark which speaks about what it stands for. Hence trademark registration is important for every company. To make a particular, logo, symbol, phrase or a simple word their own trademark, the companies needs to register it with the Trade Marks Registry. Each company can register its unique trademark only if it qualifies for registration,

satisfying all rules.

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