

Mackrell
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Trademarks A Quick Guide

When businesses have invested time, energy and money in establishing their brand, trademarks are an important tool to prevent other organisations from exploiting the goodwill generated.



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60 Countries

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Some key issues to note are:

- a trademark can be in a word format, a logo or figurative mark or even a smell, sound or moving digital image
- a trademark must be distinctive for the goods and/or services provided
- it must not show information about the quality, quantity, purpose, value or geographical origin of goods or services
- trademarks are filed under certain “classes” relevant to the goods or services they cover
- you can register a trademark either in the UK or throughout the European Union via a Community Trademark, valid in all member states.

HOW WE CAN HELP

We can advise on all aspects of trademarks, including the classes relevant for your business. As the founding member of Mackrell International, an international network of independent law firms, we offer trademark assistance worldwide.



Maung Aye
Partner, Company and
Commercial Department

T: 00 44 (0) 20 7240 0521
E: Maung.Aye@mackrell.com

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