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# WHY BUSINESSES SHOULDN'T BE BLASÉ ABOUT TRADE MARKS

A trade mark is a powerful sign which is used by others to recognise or identify your goods/services and set them apart from your competitors. Many companies do not take steps to protect their brand until it is too late. Trade marks protect the goodwill you have invested in your brand and it is important to make sure that only your company benefits from this.

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# Here are 10 reasons why you should register your trade mark:

## 1. Protection

Registration of your trade mark protects your brand from competition, abuse and gives you exclusivity. A trade mark is a monopoly right to use the registered mark for the goods and services it covers and to prevent others from using it.

## 2. Safeguarding

Someone else can register your trade mark if you don't. A common misconception is that registration of your company name at Companies House means that the trade mark is automatically registered and that you have exclusivity over the name. This is not the case and does not mean that others cannot use your brand name and/or logo.

## 3. Financial Exploitation

Once registered, you can exploit your trade mark by allowing any partners, licensees, franchisees, agents and distributors to use the marks under a licence.

## 4. Valued Asset

As your business grows, so does the value of your trade mark. A registered trade mark is a business asset and is attractive for investors and potential buyers. When due diligence is carried out on the company, investors and potential buyers will consider whether you have protected the brand and if you haven't, whether anyone else has. A registered trade mark is an identifiable asset, which attracts value.

## 5. Cost Saving

Costs spent on advertising your name and brand can be safeguarded if you have a registered trade mark and both your company name and logo can be protected with a registered trade mark.

## 6. Defence

Owning a registered trade mark is strong protection and you don't need to produce historic evidence to ascertain ownership. It is simpler and cheaper to defend a registered trade mark and you can take legal action against anyone who uses your brand without your permission.

## 7. International Brand Protection

You can protect your trade mark in all the countries you operate in and under the correct classification of goods and services for your business.

## 8. Brand Strength

Owning a registered trade mark helps you to distinguish your goods and services from others and to build a distinctive and recognised brand.

## 9. Consistency of Quality

Owning a registered trade mark indicates a consistent level of quality for your trade mark and the goods or services it protects.

## 10. Longevity

Protecting your trade mark through registration means that you will not have to change your name should someone else operate under the same or similar mark.

Please contact us to discuss how to protect your trade marks or other intellectual property requirements in the UK and Europe.

In addition, Mackrell Turner Garrett is the founding member of Mackrell International, a worldwide network of independent law firms and through this network we are able to provide trade mark and intellectual property assistance worldwide.



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