

# Mackrell

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Corporate Law

## A Quick Guide to Trade Marks



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

Some key issues to note are:

- A trade mark can be in a word, a logo or figurative mark or even a smell, sound or moving digital image.
- A trade mark 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.
- Trade marks 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 European Union Trademark, valid in all member states.

### How we can help

We can advise on all aspects of trade mark registration, protection and enforcement. As the founding member of Mackrell International, an international network of independent law firms, we are able to offer trade mark assistance worldwide.

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