

# Trademark

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FOUR TYPES OF MARKS

# Four Types of Marks

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- Trademarks
- Service Marks
- Certification Marks
- Collective Marks

# Trademark

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- Word, name, symbol or device that distinguishes the source of the product
- Example: Nike swoosh

# Service Mark

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- Name, symbol or device that identifies and distinguishes the source of a service rather than a product as in the case of trademarks.
- Example: UPS brown shield

# Certification Mark

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- Refers to a word, phrase, symbol or design owned by a party who certifies the goods or services of a company once it has met certain standards. Identifies nature or origin of a product or service.
- Example: Good Housekeeping Seal of Approval

# Collective Trademarks And Service Marks

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- Name, symbol, phrase or design owned by a collective group or organization used by the members to identify the source of the goods or services.
- Popular example is the “Girl Scouts” logo on their cookies.

# Membership Mark

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- This mark designates that the person is a member of a particular organization.
- Example: Member of a trade union such as the “Rotary Club”.