

# CAN I TRADEMARK THAT?

## WHAT IS A TRADEMARK?

A trademark is a word, name, symbol, or device — or combination of those — that identifies the source of a product or service.



**\$35**

Is what Nike founder Phil Knight paid graphic design student Carolyn Davidson to design the “Swoosh” logo. Today it’s worth a

***staggering \$26 billion***

## 2 TYPES OF TRADEMARKS



- Trademarks identify products: physical goods and commodities that are manufactured, produced or grown -- such as Rihanna’s Fenty Beauty line of cosmetics.
- Service marks identify the source of a service. An example of this would be the “NBC Chimes” sound that plays on the channel due to the television station providing a public service.

## BENEFITS OF REGISTERING YOUR TRADEMARK

Registering your trademark with the U.S. Patent and Trademark Office gives you some important additional protections, including:

**1**

The exclusive right to use the trademark nationwide.

**2**

The ability to bring legal action in federal court to defend your trademark.

**3**

The ability to record the mark with the U.S. Customs and Border Protection Service.



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