

Establishing Your Trademark Protection

Say you have a small business and you want to trademark it. If you're short on funds, you don't have to register it with the federal gov't as you will still have protections. Here's how to take the extra step to register your trademark

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When registering your trademark, you'll get expanded protections, including the right to use the mark nationwide for as long as you're in business.

How do you register your trademark?

Simple. Just file an affidavit with the U.S. Patent and Trademark Office attesting to the date your trademark was first used in commerce.



Costs and Fees of Filing

\$275

Filing Fees

The first expense for filing for trademark protection is a filing fee of \$275.

\$200-7000

Cost of Attorney

In addition to the filing fee, you will have to pay the cost of an attorney which can be as low as \$200 and as high as \$7000

Did You Know?

Successful business can use their trademarks as collateral for loans? A decade ago, Ford used its trademarks as collateral for a \$23.5 billion loan and they were still able to use their trademarks. But if the company had defaulted on the loan, its trademarks would have gone to the bank.

Learn more at michelsonip.com

Adapted from *Establishing Your Trademark Protection*, a Michelson IP animated short