

HOW LONG DOES A TRADEMARK LAST?



Trademarks can serve as a valuable tool for creators or entrepreneurs looking to protect their brand from infringement. They are typically represented by a word, symbol, or phrase that represents a brand or product. So you've successfully registered a trademark. Now you may be wondering: well, how long does a trademark last?



How Long Does a Trademark Last?

It is important that intellectual property protection holders keep their portfolios up to date. In the case of trademarks, they do not expire as long as the holder continues to utilize the trademark.



What if you Miss the Deadline?

The holder of a trademark that is in use must be sure to file a section 8 declaration with the USPTO every five years to ensure their protection stays active. Missing the filing deadline can be costly.



What Else Should You Do to Maintain Your Protection?

Between the ninth and tenth anniversary of the protection, the holder must also file an Application for Renewal, in addition to their declaration of use.

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