



# TRADEMARK FUNDAMENTALS FOR THE ENTREPRENEUR

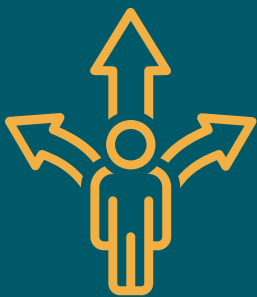
## WHAT CAN BE TRADEMARKED?

**TM**

A trademark is a “word, phrase, symbol and/or design that identifies and distinguishes a source of a particular set of goods from another.” Services also fall under trademarks, and the word, phrase or design that distinguishes the source of the service is called a service mark.

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## SHOULD YOU TRADEMARK?



There are many benefits to filing for trademark protection federally. It allows a business to sell their product freely and build their brand, which is often critical to success in the age of digital and social media.

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## GETTING STARTED WITH TRADEMARK FILING



Before you order promotional items with your desired name and logo, it’s a good idea to see if there’s an existing business with the same name and similar products. The USPTO can deny a trademark if it’s likely to be confused with an existing mark. Filing fees aren’t refundable, so it’s best to minimize any reasons an application could be rejected by performing due diligence.

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