

SHOULD I TRADEMARK MY LOGO?



Your logo is an incredibly important asset to your brand. Besides your brand name, it is what customers will use to recognize you.

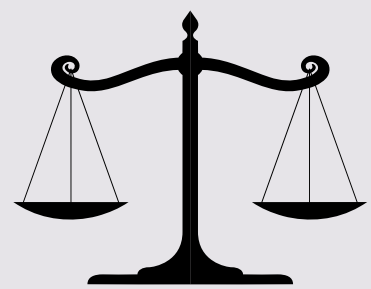
Protecting your logo from use by others is important in your strategy for protecting your brand. If you are an entrepreneur looking to protect your brand through IP protections, you may ask: should I trademark my logo?



SHOULD I TRADEMARK MY LOGO?

Since your logo is used for commercial purposes, a trademark is the way to go.

A trademark will solidify you as the legal owner of your logo. It will also allow you to take legal action against others who use it without your permission.



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HOW DO I TRADEMARK MY LOGO?

The first thing you should do before getting a trademark is search for existing trademarks that may be similar to yours.

After this, you can begin the application process. This will consist of preparing a trademark application that will include details such as personal information and information on the products or services the trademarked logo will represent.



If everything looks good, the USPTO will approve your application and will publish your new trademark in a journal to make it official.

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