



Trade Marks

Trade Marks distinguish one product or service from another. They can consist of words, letters, numbers, logos or pictures, or a combination of these. They can even be sounds, colours, smells or holograms!

 INDICATES A
REGISTERED MARK

TM INDICATES
A MARK

Stand Out

Creative use of fonts,
colours or graphics
can help.

Trade Marks

Must be clear,
precise and
distinctive.

 **TM**

Distinctive

Makes it easier
to identify with
a product or
service.

Why have a Trade Mark?

- Builds brand image and reputation
- Valuable marketing tool and business asset
- Increases customer loyalty

Why Register a Mark?

- Gives legal certainty
- Lasts indefinitely if regularly renewed
- Protects against unauthorised use and counterfeiting

