

ENFORCING YOUR TRADEMARK

Monitoring Use:

Regularly monitor the marketplace for unauthorized use of your trademark.

Taking Action:

If infringement is detected, take prompt action by sending cease and desist letters or pursuing legal remedies.

Maintaining Your Mark:

Use your trademark consistently and renew it as required to maintain protection.

Note: Strong enforcement of your trademark rights helps maintain the value and integrity of your brand.



Bulacan Agricultural State College
**Intellectual Property and Technology
Business Management**

MISSION

Provide excellent instruction, conduct relevant research and foster community engagement that produce competent graduates necessary to the development of the country.

VISION

A globally-engaged higher education institution of agriculture and allied disciplines.

BE IP ALERT, AWARE, AND UPDATED!

PROTECT YOUR IP WITH US. CONTACT US THROUGH:



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SCAN ME



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UNDERSTANDING TRADEMARK:

PROTECT YOUR BRAND

A GUIDE TO SECURING YOUR BUSINESS IDENTITY

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WHAT IS A TRADEMARK?

A **trademark** is a symbol, word, phrase, design, or combination thereof that identifies and distinguishes the source of goods or services of one party from those of others.

Trademarks can include:

- Brand names (Words, Names)
- Logos
- Slogans
- Symbols
- Colors and sounds associated with a brand

Trademarks help consumers recognize and choose products and services based on reputation and quality.

WHY TRADEMARKS MATTER?

Brand Protection

Trademarks safeguard your brand identity and prevent others from using similar marks that could confuse customers.

Market Recognition

A strong trademark helps build brand recognition and loyalty among consumers.

Legal Rights

Registering a trademark provides legal protection and exclusive rights to use the mark in commerce.

Economic Value

Trademarks can be valuable business assets that can be licensed, franchised, or sold.

UNDERSTANDING YOUR RIGHTS

As a trademark owner, you have the exclusive rights to:

- Use the mark in commerce.
- License the mark to others.
- Take legal action against infringement.



Image Source: Canva.com

HOW TO REGISTER A TRADEMARK?

Search for Existing Trademarks

Conduct a thorough search to ensure your desired trademark is not already in use.

Prepare Your Application

Gather necessary information about your mark, including its use in commerce.

Submit the Application

File your application with the relevant government office (Intellectual Property Office of the Philippines).

Review Process

The application will be reviewed, and if approved, published for opposition before final registration.

