



Top tips on registering a trademark

01

Do think about carrying out due diligence.

This might involve taking legal advice, using professional trademark searching and looking at companies trading in your area of business. A good starting point might be the UK Intellectual property Office and there are some attorneys who offer a free half hour of legal advice which can help develop your knowledge.

02

Consider protecting your business names and logos.

Once you've defined your proposition (see Top tips on proposition development) and named it, you can look at registering it. If you register your name early, this means you can have confidence to invest in developing a logo and visual identity (see top tips on developing a visual identity). The logo and visual identity can then be used to create your stationery and customer-facing materials without the fear of thinking that you might have to change them later if it turns out that someone registers the name you have chosen in the meantime.

03

Think about the two main aspects of protection.

Firstly, registering a trademark offers a degree of protection for you should someone try to "pass themselves off as you. Secondly it

can help you avoid potentially falling foul of infringing others trademarks both registered or unregistered, which can open you up to legal action by a third party.

04

Think about the amount of protection you want to put in place.

If you have an unregistered trademark which generally exist automatically, this gives a limited protection, but tends to require a good deal of proof to take action. A registered trademark generally offers a greater degree of protection, but there is usually a cost involved in both the registration and renewal of the mark.

05

Consider the longer-term.

Consider the goods or services you provide now as well as those you may wish to trade in the future. Registration is usually a trade-off between registering a wide enough scope of goods and services and not impinging on others marks in your area to avoid costly objections. Again, due diligence can help in defining this scope.