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THE ADVANTAGES OF HAVING A REGISTERED TRADEMARK

It is important that you know that If you don't register your trade mark, then someone else can do this, putting your business and any product or service development you are undertaking at risk. Securing a registered trademark protects your Brand and your business, and provides you with the tools to prevent someone using similar signs and riding off the back of your business.

If you do not protect your trademark by registering it, then you may find you are legally prevented from expanding your business. While if you register your trademark, you are within your rights to take actions against parties who have attempted to register conflicting trademarks, or are operating with conflicting brands and damaging your business.

Other important things is that if your product becomes successful, the trademark itself starts to develop an intrinsic value. Business investors will assess whether you have taken the appropriate legal trademark protection to secure your brand.

We want to list the most important reasons why it is important to register a Trademark:

1. Building value

If you want to develop our business it is important that you know that every potential investors will always be interested in whether a business has trademarked its name, key products or services. Trademark registration not only increases security, but also aids clarity in any merger or franchising of the business, positively impacting its perceived value.

2. Avoiding Unwelcome Change

Changing the name of a company can be a difficult and costly task. Having successfully created a good reputation for your business, it can take significant marketing pounds to rebuild a renamed brand. When a logo, symbol or name is unregistered there is always the risk that another business may register it and cause significant difficulties, perhaps by attempting to prevent your business from operating or expanding under its current identity.

3. Protection

Your business have been protected against all kind of competition. Unauthorised parties who use your trademark without authorisation can damage your brand, your name, your reputation and your business, but they are often in a legally weak position and can be prevented from causing damage relatively easily.

Lucia Pezolesi

Immigration and IP Lawyer
LN ABOGADOS LAWYERS
www.lnabogadoslawyers.com