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REASONS TO OBTAIN FEDERALLY REGISTERED TRADEMARKS



NOTICE

Federal registration of your mark (logo, business name, slogan, etc.) puts the entire world on notice that you are using your mark in connection with certain goods and/or services, so people are able to attribute you as the source for their products or services.



EXCLUSIVITY

Once your mark is registered, it acts as a prohibition for registration of other marks that are the same or confusingly similar. Trademark law is concerned with confusing the consumers, so if anyone came behind you and tried to register a mark that looked or sounded like yours, they most likely would not be able to.



RIGHT TO SUE

If your mark is registered with the United States Patent and Trademark Office, if someone infringed upon it, by using it in a manner likely to cause confusion, deception, or mistake as to the source, you are able to sue them in civil court for trademark infringement.



VALIDATION

There is a statutory presumption that (1) your mark is valid, (2) you are the owner, (3) you can use the mark exclusively, (4) you have priority with regard to the mark as of date of filing, and (5) the mark has developed an association with you as the provider of certain goods and/or services.



You get to use that fancy symbol behind your mark, which is essentially your stamp of validation and federal registration.



INTERNATIONAL BENEFIT

With most business being transacted on the world wide web, it's highly probable that your mark is being viewed around the globe and you'd probably want to secure trademark protection on a global level as well. US registration acts as a basis for international trademark registration.