

PRACTICAL LEGAL GUIDE

Trade Mark: Preparation Before Filing

Reviewing the sign, goods, markets and ownership

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Define the Scope

- Identify the applicant and the goods or services for which the sign will be used.
- Define the countries and markets in which real activity is planned.
- Prepare the precise word and graphic versions of the mark.

Preliminary Search

- Search for identical and similar earlier marks, company names and domains.
- Assess distinctiveness and potentially descriptive or misleading elements.
- Document ownership of the logo, graphics and fonts.

After Filing

- Monitor deadlines, objections and official correspondence.
- Use agreements to regulate licensing, group use and brand control.

IMPORTANT

This guide provides general information only and is not legal advice, a legal opinion or an offer to accept a particular matter. Legal consequences depend on the facts, documents, applicable law and deadlines. Obtain individual advice before taking action with legal consequences.

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