

Why should you register a Trade Mark?

- It helps raise brand awareness.
- It enables brand extension into other products or markets (e.g. using sub-brands).
- Symbolises your product's quality.
- It avoids confusion with your competitors, or other traders.
- Prevents others from copying your goods or services, and if they do provides you with a property right to use in obtaining redress.
- A Trade Mark is a valuable asset, which can have a substantial price (e.g. Coca-Cola; McDonalds). This becomes a significant advantage when selling a company or extending credit lines.

If you don't register your Trade Marks, you could be forced to:

- Withdraw all your products from a market if it transpires that another trader has registered your brand and created goodwill. This may include your refraining from affixing your mark to your goods.
- Rebrand and redesign all your packaging, which may include launching new publicity campaigns, all of which will be costly.
- Defend yourself in Passing off or Trade Mark Infringement proceedings, which may include paying compensation to the owner of the registered Trade Mark.
- Purchase a licence from the existing owners of the Trade Mark.
- Exclusion from a market or launching in a market with a lesser powerful brand.