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TRADEMARK REGISTRATION

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What is a Trademark?

A trademark is a sign that distinguishes the goods and services of one trader from those of others. Typically a trademark can be words (including personal names), indications, designs, letters, characters, numerals, figurative elements, colors, sounds, smells, the shape of the goods or their packaging or a combination of any of these. A sign must be capable of being represented graphically in order for it to be registered as a trademark.

Benefits of Registration of a Trademark

Registering a trademark means that the registrant has the exclusive right to use the trademark in relation to the goods and services for which the mark is registered. If other traders use the mark in relation to the same or similar goods or services without the consent of the registrant, they may be liable for trademark infringement and be subjected to a legal action. If the mark is not registered the same may still be used; however, it is harder to prove the ownership of the said mark. In this sense, the owner's protection with respect to the trademark is limited.



The scope of our trademark services includes the following:

- To apply for international trademark registration
- To conduct trademark search and evaluation
- To give advice on trademark registration
- To amend or update the trademark, renew or replace the registration certificate, or assign or license the trademark
- To deal with the issues relating to the review, rejection, defense, revocation, opposition and dispute of a trademark
- To collect the certificate of trademark registration on behalf of the applicant

Application Form