

"FILING A TRADEMARK NOT ONLY PROTECTS YOUR  
BUSINESS BUT ALSO TRANSFORMS  
IT INTO A STABLE AND REPUTABLE BRAND"

**FROM**

**LOGO CREATION**

**TO TRADEMARKING**

**A COMPREHENSIVE GUIDE**

---

**WE HELP STARTUPS TO START**



"Today, there is a growing trend of startups emerging from every household. Many startups are striving to establish their presence in the market. In such a scenario, it becomes crucial to create and protect a unique identity for your brand. The name of your business, its logo, and its identity are what set you apart from your competitors. When you start your business, you give it a name, and often, you design a distinctive logo that helps people easily recognize your product or service.

Now, imagine that you put in a lot of effort to create your logo, and someone else steals it or makes a similar one. How would you feel? Not good at all, right? That's why it is important to 'register' your logo and business name to protect them. This process is known as trademark filing. By filing a trademark, your business identity is protected, and no one else can steal it. If someone tries to, you can take legal action against them.

No matter how big or small your business is, trademark filing is the same for everyone. People often think that trademark design and registration is a complex and lengthy process. However, the truth is that with the right information and guidance, it can be quite simple for you.

Your logo should show what your business is about. It should look like your business and what it does. Things like how big your business is, what you do for customers, and how good your work is. Once your logo is ready, you can start to officially register it. You might wonder how long this takes. It depends on what your logo looks like, the name you picked, and other details. But if you do everything right, it won't take long to register."

*Signature*



# INDEX

There are many startups in the market, and a unique and memorable name can distinguish your startup from all others

**01**

**Significance of  
Trademark Design  
and Filing in Modern  
Business**

**02**

**Golden Rules of  
Trademark (Logo)  
Designing**

**03**

**Critical Mistakes to  
Avoid in Trademark  
(Logo) Designing**

**04**

**Rebranding Case  
Studies: More Than  
Just Redesigning  
a Logo**

**05**

**Trademark Filing with  
the IPR Authority for  
Protection**

**06**

**Legal Considerations  
and Trademark  
Attorneys**

**07**

**Rejection of Trademark  
Due to Similarity to  
Existing Trademarks**

**08**

**Rejection of Trademark  
Due to Descriptiveness  
or Genericness**

**09**

**Rejection of Trademark  
Due to Deceptiveness  
or Misleadingness**

**10**

**Rejection of Trademark  
Due to Bad Faith or  
Unlawful Intent**

**11**

**Trademarks vs.  
Copyrights vs. Patents**



# Significance of Trademark Design and Filing in Modern Business

## Respect and Recognition: "Trademark is Another Name for Trust"

Businesses are growing fast these days, and so is the competition. To stand out and protect your business, a trademark is very important. In this competition, understanding the importance of trademarks for stability and recognition is crucial. A trademark is essentially a unique and exclusive identity of any business. It helps a business establish its place among competitors and ensures that its distinctiveness and identity remain protected. Protecting a trademark through registration and design has become a commercial strategy. When a business registers its trademark, it ensures that its identity cannot be followed by anyone else, and if someone does so, legal action can be taken against them. Having a strong trademark is like building a solid foundation for your business. It helps you succeed. This not only provides stability and identity to the business but also guides it towards numerous new possibilities. Proper registration and design of a trademark are essential for any business. This not only provides stability and identity to the business but also guides it towards numerous new possibilities.

01

### Legal Protection

Registering a trademark is like protecting your brand name or logo. This stops others from using something similar that might confuse people. By doing this, we make sure that our business is unique and nobody else can copy it.

### Establishing Brand Identity

A trademark is the identity of a brand. It acts as the face of a company, encapsulating its values, mission, and image into a single symbol or word. For instance, hearing the names McDonald's or Nike instantly brings their identities to mind. This significantly contributes to the success of the company. Moreover, a thoughtfully designed trademark can distinguish a business from its competitors.

02

03

### Enhancing Marketability

A well-designed and registered trademark can significantly enhance a business's marketability. People prefer brands they recognize and trust. A brand name reinforces this trust. A good trademark and its design help attract people's attention and sell products.

### Asset Value

Trademarks are very important, and their value increases over time. As time progresses, their significance grows. When a company acquires another company, it also values the first company's trademarks. Additionally, trademarks can be licensed to third parties for specific product categories or geographical areas. This not only brings money to the company but also makes its identity more popular.

04

# Golden Rules of Trademark (Logo) Designing

“Every logo tells its own story, make sure yours does too”

A logo is super important for any business. It's like the face of your company, helping people recognize you. Your logo should be unique, meaning it should be different from any other business logo. If your logo resembles other logos, it can weaken your identity. Your logo should reveal the specialty of your business. It is an opportunity to showcase the uniqueness of your product or service. Your logo should connect with people's emotions, such as understanding, dedication, or other special feelings. Your logo should be capable of scaling to different sizes, allowing you to display it on various mediums like billboards, websites, and social media profiles. The symbols used in a logo are important. These symbols can convey the values and ideas of your business.

01

## Keep It Simple

Customers find it difficult to remember a complex logo because it involves many elements such as fonts, colors, and designs. Your logo should enable your target customers to understand your business. Apple's logo is a good, simple example, featuring a bitten apple, symbolizing bytes, and implicitly indicating the company's involvement in the technology business.

## Design in Black & White, Then Add Colors

By designing a logo in black and white, you can focus on the design itself instead of fonts or colour changes. Black & white logos represent the true essence of the design, making it original. After that, you should add colours to your logo. Remember that colours have their meanings, which later become the identity of a brand.

02

03

## Good Choice of Font

There are many important aspects of logo design, such as choosing the colours or the shape of your logo, but selecting the perfect font is a crucial part. By changing the font of your logo, you can completely alter the mood and message of your brand. It even has the power to influence the thoughts and feelings of your customers.

## Don't Replace a Letter with a Symbol or Image

Replacing a letter in a word with a symbol or image at the beginning, middle, or end of a logo can look odd and disrupt the flow of reading the logo correctly. Placing a symbol between two words can work because there is already a natural pause. Logos that replace a letter with a symbol can work – but only for some brands, and only sometimes, so be cautious.

04

# Critical Mistakes to Avoid in Trademark (Logo) Designing

The logo is the soul of the business; do not take it lightly

Many business owners know that a good logo is important, so they spend a lot of money on it. But there are some common mistakes that can ruin a logo. A logo is an element that reflects your business's values, services, and purpose. This means that if your logo is not designed correctly, it will not be able to effectively convey your business's message. When designing a logo, you should avoid certain mistakes, such as if your logo is too complex, people will not remember it. Similarly, if it does not accurately reflect your business's values, people will not trust it. And if your logo resembles another brand's logo, it will not fulfil its true purpose.

01

## Make Me a Logo Just Like This One

This is a common mistake that many business owners make. When moving forward with the design of their trademark logo, they want it to look like other brands' logos. This causes their business to lose its uniqueness and identity. Instead, the logo's design should be a medium to reflect your business's goals, values, and characteristics. A unique and fresh design can help your customers remember your business.

## Using Too Many Fonts

The use of fonts is crucial in logo design, but using more than one or two fonts can ruin the design. Using a single font makes the logo easier to read and conveys the business's message. Additionally, using one font makes the logo appear more elegant and lively.

02

03

## Trying to Communicate Too Much (Complex)

Trying to make the logo design overly complex is another mistake. If a logo tries to convey too many messages or information, it can make it difficult to read and understand. The primary purpose of a logo is to present the business's identity and values in a meaningful and simple way.

## Generic Image Selection

Using generic images can cause your logo to lose the uniqueness of your business. If you do not use a special and unique image, it can be challenging to build a brand for your business. If your logo does not introduce uniqueness to represent the important characteristics of your business, it can be detrimental to your brand.

04

# Rebranding Case Studies: More Than Just Redesigning a Logo

## New Thinking, New Identity

Things change quickly these days, so even well-known companies need to update their image from time to time. This is called rebranding. It's about giving something old a new look and feel. We often think that changing a brand's logo alters its identity, but the truth is that the thoughts behind it, its values, and its heritage are more significant than the logo itself. Have you ever wondered why certain emotional experiences, memories, and sensations come to mind when we hear a brand's name? Therefore, the impact of rebranding is not only commercial but also emotional. Every brand has a story to tell, and that story should be updated as the company grows and changes. Rebranding means more than just a new logo – it's about telling a new story and building a better reputation.

01

### SBI

The State Bank of India (SBI), known as the nation's largest bank, decided to undertake rebranding. The objective was to develop digital products and services while altering fundamental traditional methods. This created a new identity that was built on the brand's legacy and trust but adopted an energetic and dynamic nature.

### Ruby Mills

Ruby Mills, established in 1917 (a hundred years ago!), wanted to enter the next century with a clear brand position, well-defined values, and a fresh perspective. They aimed to reaffirm their legacy in a contemporary manner that would work well for both online and offline media. The new logo features a red heart symbolizing love, which is one of the brand's core principles. The brand mark retained 'Ruby' but removed the full company name "The Ruby Mills Limited."

02

03

### Uber

Uber was founded in 2009. In nine years, they have rebranded five times. Uber's first logo was "UberCab," designed in just a few minutes on Photoshop, but this logo made people think they were just a cab company, so the next day, UberCab became just Uber. The third rebranding happened when Uber was entering other product lines and going international. The fourth rebranding was a mistake, which was corrected with the fifth rebranding.

### Animal Planet

Animal Planet has been a beloved brand worldwide for 20 years. To establish the global aspect of their brand, Animal Planet needed a symbol that transcended countries, regions, and cultures. In 2018, Animal Planet launched a comprehensive new brand identity. This new and distinct version features a leaping elephant that captures the joyful and energetic spirit of the Animal Planet brand.

04

# Trademark Filing with the IPR Authority for Protection

If you are doing good work, it is also necessary to protect it

Trademark registration is a means through which a brand can be protected from unauthorized use and infringement. The Government of India has simplified the trademark registration process. Entrepreneurs can now obtain trademark registration for their brands within a few months. During the trademark application process, there is no need to submit original documents; a scanned copy of the original document is sufficient. Any person – an Indian citizen or foreign citizen – can easily register a trademark in India. There is no requirement to form a legal or business entity to obtain a trademark. For small enterprises, startups, proprietorships, and individuals, a government fee of Rs. 4500/- applies for trademark registration. For all others, the government fee for a trademark is Rs. 9500/-. To be classified as a small enterprise, the applicant must provide a Udyog Aadhaar registration certificate.

## Required Documents:

1. Logo in black and white (optional). If no logo is provided, a trademark application can be made for the wordmark.
2. Signed Form-48, which authorizes the trademark attorney to apply for the trademark on behalf of the applicant.
3. Identity proof.
4. Address proof.
5. Udyog Aadhaar registration (MSME).
6. MOA and AOA in the case of a company.
7. Partnership deed in the case of a partnership firm or LLP.

## Trademark Classifications

Trademarks are divided into 45 different classes known as NIC classifications. 34 classes fall under the goods section and 11 classes fall under the services section. Each trademark class represents a specific set of goods and services. Choosing the correct class while filing a trademark registration application is crucial because selecting the wrong class can affect the registration process.

## Online Application Submission

The 'Trademark Rules, 2017' provides provisions for applying for trademark registration. The prescribed form under the rules for trademark registration is called TM-A. The applicant (owner of the trademark) must fill and sign form TM-A, which can then be filed at the Trademark Registry Office in physical form or online on the IP India website. In the case of a company, the authorized signatory or director must sign the form.

## Process After Filing a Trademark

The TM Registrar will conduct a thorough examination and send a written examination report to the applicant, detailing the reasons for potential refusal. The applicant must respond within 30 days of receiving the examination report, addressing all objections and providing evidence against the objections raised by the Trademark Office. If the applicant does not respond within the stipulated time, the application will be rejected.



# Legal Considerations and Trademark Attorneys

Trademark is the soul of business, and any legal challenge to obtain it is welcome

Your trademark is like the face of your business. It's really important to protect it. Registering your trademark can help your business grow and beat your competitors. Legally, it's very important to register your trademark. It ensures that no other company uses your trademark. And if they do, you have the legal right to take action against them. Therefore, business owners who want to register and protect their trademarks need a good trademark attorney. A trademark attorney is the person who advises you on whether your trademark is already in use by someone else and how to get it registered. They guide you through the entire process and ensure that your trademark remains secure. There are various types of trademarks. Some are in words, some in symbols, and some are a combination of words and symbols. A trademark can be a word, a picture, or both. It can even be a sound, or 3D shapes.

## Understanding Different Kinds of Trademarks

**Word Marks:** These include words, letters, or numbers, such as the word "Apple," which is a word mark.

**Logo Marks:** These are symbols that help make a brand unique, like the Nike and McDonald's logo marks.

**Combination Marks:** These are a mix of words and symbols, providing a comprehensive brand identity. Coca-Cola is an example of a combination mark.

## Two More Types of Trademarks

**Sound Marks:** These represent a specific sound associated with a brand, such as the Intel jingle or the roar of the MGM lion.

**Trade Dress:** This encompasses the overall appearance of a brand's packaging, like the shape of a Coca-Cola bottle.

## Legal Considerations for Trademarks:

Before you register a trademark, you should check if someone else is already using it. This will help you avoid problems later. Continuous vigilance is required to keep the trademark protected. Trademark owners must monitor the market to identify unauthorized use of their mark and take legal action if necessary. Trademarks have a limited lifespan (10 years) and need to be re-registered or renewed after that.

## Point-4: Role of Trademark Attorneys

Given the legal complexities and potential challenges associated with trademarks, trademark attorneys play a crucial role in trademark protection and management. They can conduct comprehensive searches to evaluate the likelihood of successful registration and ensure that the application meets all legal requirements. In the case of trademark disputes or litigation, they are responsible for presenting evidence, considering legal points, and achieving favorable outcomes for their clients.

# Rejection of Trademark Due to Similarity to Existing Trademarks

Those who copy never get to taste the true fruits of achievement

Every trademark must undergo a rigorous examination before getting registered with the authority. During this examination, if your chosen trademark is found to be similar to an existing trademark, your trademark registration will be objected by the department. Now, the question arises, Why is this important?? Imagine you are starting a new company and you want people to recognize your company by its name and symbol. But if your symbol is already similar to that of another company, how will people distinguish which product is yours and which belongs to someone else? Similarly, the existing company can also suffer damage. If your trademark resembles theirs, people might get confused and think that your product is from an older company. This can affect the reputation and credibility of the older company. Therefore, when we apply for trademark registration, it is examined to ensure that it is not the same or similar to an existing trademark. If your trademark closely resembles another, you will need to think of a new one. Some people might think that making minor changes will get their trademark registered. But that's not the case. The main point here is that there should be no confusion among people. Hence, if your trademark is similar to another, you need to change it entirely to avoid any possibility of confusion.

01

## Structural Similarity

When the design or structure of a trademark is so similar to an already registered trademark that they cannot be distinguished from each other, it is called structural similarity. For instance, a new furniture company applies for a trademark under the name "WoodElegance." But this name resembles the already registered "ElegantWood." Due to this similarity, the trademark department can reject it based on similarity.

## Visual Similarity

"Visual similarity" means that two trademarks look very similar. For example, if a company manufacturing drones has a trademark "FlyTech" and another person applies for trademark registration with the name "FlyTech," where "Fly" and "Fly" look similar, the trademark department can reject it based on visual similarity.

02

03

## Phonetic Similarity

Phonetic similarity means that two names sound almost the same. For example, if someone has already registered the business name "AutoSpeed" and another person wants to start a business with the name "AutoSpede," they will not be allowed to do so. The main reason is that people will not be able to differentiate between the two names, leading to confusion.

## Similarity of Goods or Services

A trademark can't be too similar to one already used for similar products or services. If it is very similar, the trademark registry will not approve it. For example, if someone wants to register the mark 'iPhone' for mobiles and it sounds like 'iPhone,' the name will not be registered.

04

# Rejection of Trademark Due to Descriptiveness or Genericness

Everyone has the right to be unique, being ordinary is not a choice

Why are some trademarks rejected, especially when they are too descriptive (like 'White Shoe') or too generic (like 'Shoe')? Fundamentally, a trademark's primary purpose is to uniquely identify a product or service and differentiate it from competitors. If the trademark merely describes the product itself, it lacks distinctiveness. For example, if someone requests a trademark for 'Good Television', it is too descriptive. This can cause problems for other merchants who also want to sell 'Good Television' because there is nothing unique about it. Now, let's discuss genericness. If you want to register 'Television' as a trademark, it can be problematic because 'Television' is a common word that everyone understands. Registering it can create difficulties for other merchants selling televisions. You might be wondering why these rules exist. The main reason is to keep the trademark system fair and secure for the business community. If everyone starts registering common or descriptive words, it can create confusion in the market. Therefore, when selecting a trademark, it's crucial to ensure it is neither overly descriptive nor generic.

01

## Lack of Distinctiveness

A trademark should have the capability to distinguish one organization or product from another. For example, if someone wants to trademark the word "Supermarket" for their grocery store, it will be rejected because it is a generic term commonly used in the grocery business.. There is nothing in this world that differentiates one organization or product from another.

## Merely Descriptive

Merely descriptive" means that the trademark only describes the product or services but does not indicate any specific brand. For example, if someone applies for the trademark "Soft Blanket" for a new brand, this trademark only describes the product and thus can be rejected by the trademark office for being merely descriptive.

02

03

## Use of State Emblems or Prohibited Words

Using state emblems, such as the national flag or other significant state symbols, in a trademark is generally prohibited. The main reason is that these symbols are associated with national dignity and respect, and using them for commercial gain is considered inappropriate. Similarly, there are certain words whose use in trademarks is prohibited. These are words that could be misleading, deceive

## Violation of Well-Known Trademarks

A new trademark application should not infringe on the rights of a well-known trademark. For example, if a local electronics store tries to register "Appletronics" as a trademark for its products, it would be rejected because "Apple" is already a well-known trademark. Using "Appletronics" for electronics products could create confusion among customers. The trademark office will reject it on the grounds of "infringement of a Well-Known Trademarks."

04

# Rejection of Trademark Due to Deceptiveness or Misleadingness

The advantage of deceiving others is only temporary

In the world of trademarks, signs or names that can mislead or deceive the public are often rejected. The first question that arises is: what are deceptive and misleading trademarks? Essentially, if a sign or name makes you believe in something without any clear reference to something else, service, or business, it is considered deceptive or misleading. For example, if a person opens a fruit shop named 'Apple' and wants to brand themselves with the name 'Apple,' it can be deceptive. This is because 'Apple' is already a well-known technology company name associated with mobile phones and computers, not fruit. Trademark officials are responsible for protecting the public from such misleading marks. Therefore, whenever it is felt that a trademark could be deceptive, it is rejected. However, it is also important to consider that not all traders intentionally choose deceptive trademarks. Many times, they believe that their chosen name is unique, but for others, it can be misleading. Thus, whenever applying for a trademark, it should be kept in mind that it should not be deceptive or misleading. This helps in preserving the true identity of the business and maintaining public trust.

01

## False Description or Claim

Trademarks that create confusion among consumers about the origin, quality, or characteristics of products or services. For instance, if a company wants to use the word "PureOrganic" in its trademark for its snack foods, but in reality, these snacks are not organic and contain synthetic ingredients, the trademark office will reject it based on it being a "Deceptive Trademark."

## False Endorsement or Affiliations

This means showing false support or affiliation for a trademark or product, which can mislead consumers. For example, if a company writes "Amitabh Bachchan's Choice" with its new drink's trademark, but Amitabh Bachchan has never endorsed it, it can mislead consumers and create problems in the trademark's registration.

02

03

## Geographical Indications

Trademarks that use the names of certain geographical locations or regions in a way that misleads consumers. For instance, if a company tries to register the trademark "Darjeeling Teas" for its tea products, but the tea is not sourced from the Darjeeling region of India, which is famous for its high-quality teas, the trademark office will reject it based on "Violation of Geographical Indications."

## Misleading Comparison to Competitor

This means making misleading comparisons between trademarks or products, which can deceive consumers into believing one product is superior to its competitor. For example, if a company writes "The World's Tastiest Biscuits" with its biscuit trademark and compares it with a competitor's biscuits on its packaging, such a comparison can create problems in the trademark's registration.

04

# Rejection of Trademark Due to Bad Faith or Unlawful Intent

As the intention, so the result. This applies in the world of trademarks as well

It may sound a bit strange, but it is true. When an individual or organization, without any legitimate purpose, attempts to copy the trademark of another business due to its popularity, it is considered Bad Faith or unlawful intent. Suppose you notice that a brand named 'Achha Naam' is quite famous for its product, and you think of launching a similar product in the market with the same name 'Achha Naam'. Now, your intention might be to gain the same fame that 'Achha Naam' has achieved. However, when you go to register it, you might face rejection due to your unlawful intent. This happens because the primary purpose of a trademark is to provide a unique identity to a business. If two businesses use the same trademark, it can create confusion among consumers. Therefore, Bad Faith or unlawful intent is taken very seriously in trademark registration. So, whenever you apply for trademark registration for your business, ensure that your chosen trademark is not already in existence and that your intent is good and genuine, rather than trying to steal another business's identity and fame. Rejection due to Bad Faith and unlawful intent helps ensure that consumers receive accurate information and avoid any kind of confusion.

01

## Offensive or Immoral Content

Trademarks that include content considered offensive and morally controversial, such as a liquor company willing to register the trademark "VulgarVices" for its beverage. This trademark will be rejected by the trademark registration office because it goes against the fundamental principles of social policy and morality.

## Contrary to Law or Government Interests

Trademarks that contravene existing laws or government interests are prohibited. For instance, a company cannot register a trademark incorporating the national flag as this constitutes misuse of a national symbol and is legally impermissible. The trademark office would rightfully reject such an application.

02

03

## Trademarks That Violate Religious Sentiments

Trademarks that include sacred religious symbols are used in a way that commercializes them or hurts the sentiments of a religious community. In such cases, the trademark registration office will reject the application.

## Violation of Public Health or Safety or Inconsistent with Fundamental Rights

Trademarks that pose a threat to public health or safety, particularly for products or services that are harmful to consumers. Such trademarks will be rejected, as well as those that violate fundamental rights.

04



# Trademarks vs. Copyrights vs. Patents

A wise person knows the correct rights of their creation

In today's era of rapid innovation and technological advancement, the importance of protecting and recognizing intellectual property has grown significantly. This protection and recognition are obtained through three main ways: copyright, trademark, and patent. Copyright helps protect creative works such as books, music, films, etc., and ensures that they cannot be republished without permission. Meanwhile, a trademark is a commercial identity used for a product or service, ensuring that the characteristics and quality of the product or service are distinct from others. On the other hand, a patent protects an innovation or inventions that is new and unique, ensuring that only the patent holder can commercially use it. For every individual or organization, it is essential to understand these three proprietary rights as they provide proper protection and recognition for their efforts and innovations. By safeguarding their ideas and products, they can establish a strong market presence and reap the rewards of their hard work.

01

## Trademark

A "trademark" is an identity that distinguishes the goods or services of one business from those of others. It informs users about the brand's goods or services. Additionally, it provides users with information about the value, quality, and story of the brand. Moreover, it offers legal protection to the business, allowing it to take action against unauthorized use.

## Copyright

"Copyright" is a type of law that protects artistic, literary, and other works, such as songs, books, or films. It ensures that the creators receive protection for their work and that no unauthorized copies can be made. Additionally, it grants the copyright holder the right to use their work and license it to others. The duration of copyright can be very long, and it allows for the publication and broadcasting of the work.

02

03

## Design Patent

A "design patent" means that a product with a unique design or shape remains solely with the person who has obtained the patent for it. For instance, if you have created a new design and want to ensure that no one else can copy it, you can patent it. This makes the design exclusively yours, and no one else can copy or sell it without your permission.

## Patent

A "patent" is a method of protecting innovation/invention and technological products. It ensures that the person who has created something new is protected from others copying it without permission. The duration of a patent is limited, but it helps promote new inventions and technological developments. It grants the inventor the right to license their product to other companies for marketing and use, thus encouraging their innovation.

04

# FAQS

**Q: Can I register a trademark myself?**

A: Yes, you can apply for registration yourself, but the process involves legal complexities. Therefore, most people seek the advice of lawyers.

**Q: What is the difference between a trademark and a copyright?**

A: A trademark is for the protection of commercial symbols and names, while a copyright pertains to writing, music, art, etc.

**Q: How long will it take for my trademark to be registered?**

A: The process depends on the circumstances, but it usually takes a few months.

**Q: Can I sell my trademark?**

A: Yes, you can sell the rights to your trademark.

**Q: Can I change my trademark?**

A: Once registered, you cannot change your trademark. You will need to register a new trademark.

**Q: What can I do if someone is using my registered trademark?**

A: If someone is using your registered trademark, you can take legal action against them.

**Q: Can both logos and slogans be registered?**

A: Yes, you can register both logos and slogans as trademarks.

**Q: What is the difference between the 'TM' and '©' symbols?**

A: The 'TM' symbol is used for trademarks and indicates that a commercial symbol or name is being used. The '©' symbol is for copyright and represents rights over writing, music, art, etc.

**Q: When can I use the 'TM' symbol?**

A: As soon as you apply for a trademark, you can use the 'TM' symbol with your trademark. This indicates that you have applied for trademark registration.

**Q: Does using the 'TM' symbol give me legal protection?**

A: The 'TM' symbol only indicates that you have applied for trademark registration. Full protection is granted once your trademark is registered.

**Q: What is the difference between "TM" and "®"?**

A: "TM" is used when a symbol is not registered but is being used commercially by a company or individual. The "®" symbol is used only when the symbol has been officially registered.

**Q: Can I use the "®" symbol before my trademark is registered?**

A: No, you can only use the "®" symbol once your trademark is registered. Before registration, you can use "TM".

# Our other Publications



To get all the Booklets 📖 scan the qr code  
and join our community

**NEUSOURCE STARTUP MINDS INDIA LIMITED**  
**Corporate Office**

B-11, Basement, Shankar Garden, Vikaspuri  
New Delhi-110018 (India)

Email: [Info@neusourcestartup.com](mailto:Info@neusourcestartup.com)

Website: [www.neusourcestartup.com](http://www.neusourcestartup.com)

Contact:- +91-7305145145, +91-11-46061463

Branches:- Delhi, Kolkata, Lucknow, Bangalore, Jaipur