

Are You Developing Your Most Valuable Asset?

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Often the most valuable corporate asset owned is the company's name -- a trademark.

A trademark can be any mark (name, symbol, logo, slogan, or other discernable feature) that consumers can associate with a company. After a few years of doing business using a certain trademark, consumers come to recognize the trademark, and the trademark comes to embody the goodwill of the company.

Don't squander this goodwill by building up a trademark that cannot be protected, or that infringes the rights of another company. It is important to realize that incorporating a company or filing a fictitious business name does not give you the right to use that name!

Follow our three-step process to make sure your trademark rights are secure: (1) Select a trademark that is capable of legal protection, (2) Perform a trademark search to determine whether the mark is already being used by another company, and (3) Apply to register the trademark with the Patent and Trademark Office.

