

Title:

Effective Trademarks - How to Select a Good Name

Word Count:

660

Summary:

Several key points to remember in selecting a trademark to avoid problems and to ensure you st

Keywords:

how to select a good trademark, distinctive trademark, trademark protection, trademark, regist

Article Body:

Your trademark is the most important asset your business will ever own. A good trademark will

1. Avoid Trademarks that cannot be Registered. There is no point investing in a trademark tha
2. Avoid Purely Descriptive Words. Words which describe the nature or quality of the goods or
3. Avoid Surnames. Surnames cannot be registered as trademarks. Hence the mark ^Wilson Power
4. Avoid Confusing Trademarks. A trademark which is confusingly similar to a registered trade
5. Avoid Generic Words in a Trademark. The goal is to select a trademark which is as unique a
6. Avoid TLA's (Three Letter Acronyms) and Numbers. IBM, ATT, and CNN are distinctive tradema
7. Do use invented words. Invented words are words which do not exist in any language, apart
8. Try animal or plant names. Animal and plant names tend to be quite memorable and, if used

Finally, make sure that the first word in your trademark is as distinctive as possible. It is

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