



What are trademarks?

Trademarks are a very important aspect of intellectual property. A trademark is normally put in place to protect an organisation and specifically its signs, logos and pretty much anything else that is used to make it stand out from all of their competitors.

Once someone decides to file for a trademark, it means that whatever they have decided to trademark can only be used by the person that filed for the trademark or their organisation.

If another individual or company wants to use a trademarked name, logo or something else then they must get permission to do so from whoever holds the rights to the trademarked property.

If a Trademark is used without permission, then the person or company that is infringing on the trademark can have a lawsuit filed against them by the trademarks owner.

You must make sure that whatever it is that you are trademarking is used in commerce. It must have fees paid too in order to uphold the trademark and for it not to become generic. If the owner of the trademark does not follow these set rules, then it can in fact be cancelled.

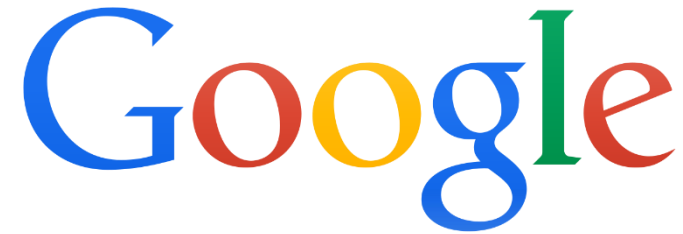


The value of Trademarks

As stated, it is very important for an organisation to trademark things like their logos, names and what not.

Some businesses trademarks can end up becoming extremely valuable and can make up a large portion of the companies worth.

One example of this is the largest trademark in the world, this being that of 'Google'. The estimated value of this trademark is \$44.3 billion. This insane figure shows why it is important for companies to trademark their names, logos, etc as they can become so valuable.



How can you apply for a trademark?

You are simple able to apply for a trademark by doing so online at the Government website.

You can file for a standard application and for just one thing to be trademarked, it will cost £170. Anything to go along with this initial payment like logos along with a name, etc will cost another £50.

There is also the 'Right Start Service' which can be used. This has a fee of £200 for just one thing to be trademarked. Half of this can be paid straight away though. The application will be examined afterwards and a report will be made. You can then pay the rest or abandon the application afterwards.

You can also file on paper, instead of online. This costs £200, but there is no 'Right Start Service'.