

Protect Your Brand

TRADEMARK REGISTRATION

Everyone has a brand - have you registered yours?

Owning a federal trademark registration on the USPTO Principal Register provides several advantages, including:

- Public notice of your claim of ownership of the mark as of your filing date
- Nationwide rights as of your filing date regardless of your area of actual use
- Listing in the United States Patent and Trademark Office (USPTO) online database, preventing others from choosing a similar mark.
- A legal presumption of your ownership of the mark and your exclusive right to use the mark nationwide on or in connection with the goods/services listed in the registration
- The right to use the federal registration symbol ®
- The use of the U.S. registration as a basis to obtain registration in foreign countries
- The ability to bring an action concerning the mark in federal court if necessary to enforce your rights
- The ability to record the U.S. registration with the U.S. Customs and Border Protection (CBP) Service to prevent importation of infringing foreign goods

For information on trademark registration contact RIW Trademark Attorney Stacey C. Friends at sfriends@riw.com or 617-570-3578.



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