

Can I Trademark My Brand?

Below is a list of considerations to discuss and/or provide in preparation for a trademark clearance search. Some of these may not apply to your situation.

- **What is the mark to be searched?**
 - If the pronunciation of the mark is not obvious, please provide pronunciation.
 - If the mark includes words from another language, please provide a translation.
 - If the mark will be used in a particular font or logotype, please attach an image file showing the mark in the font or logotype.
 - If the mark is a packaging design, product design, or retail design, please attach an image file.
- **How will the mark be used?**
 - Corporate name
 - Business or division name
 - Brand name for a product
 - Brand name for a service
 - Proprietary name for a thought leadership process
 - Feature of a product
 - Variety/flavor/color/fragrance name
 - Tagline or slogan
 - Logotype
 - Product packaging
 - Product design
 - Retail store design
 - Online store layout
- **Please indicate whether it is also necessary or desirable to obtain an Internet domain name that incorporates the mark.**
- **How was the mark selected? Is it intended to describe or suggest any aspect of the product or service? Please explain or define any terms, abbreviations, or initials in the mark that have a recognized meaning to the target purchasers.**
- **Are you aware of any similar marks that are already in use? (If so, please list each mark and the company that uses it.)**

- Are you aware of any other marks that are used in connection with products or services with which the products or services to be used with the mark are likely to compete?
- What products and/or services will initially be offered in connection with the mark? In the longer term, what additional products and/or services might be offered in connection with the mark?
- Will the mark be used indefinitely, or only for a certain period of time? (If use is limited, please specify the time period.)
- Who are the target purchasers for the products/services? What are the sales channels for the products/services?
- Will the mark be licensed to others?

Please provide:

- The deadline for any market research to be conducted before the mark is selected.
- The deadline for the final selection of the mark.
- The target date for announcing the mark to the public.
- The target date when the product(s)/service(s) will first go on sale (if later than the announcement date).
- The countries in which the mark will be used.
- The target dates in each country for announcing the mark and beginning sales.
- Will the mark be translated from English into another language for use in any other countries?
 - If the mark is already in use, please indicate:
 - How long the mark has been used.
 - The countries in which the mark has been used.
 - The products/services offered in connection with the mark.
- If available, please provide samples of packaging and/or marketing materials.