

**THE UNCOMPLICATED
GUIDE TO**

**Trademarks and
Copyright**

@NUZAYRAESQ

How to Protect Your Brand and Content

Clients always want the “best”, “highly recommended” products and services. Building a brand name is a challenge but maintaining it is a bigger challenge. A huge part of maintaining a consistent image is to ensure that your competitors do not dilute your brand .e. your competitors do not infringe your trademark/copyright and mislead your clients. Most business owners fail to recognize the potential of intellectual property and the impact it can have on a business. Let’s understand what they protect and why they are essential for your business!

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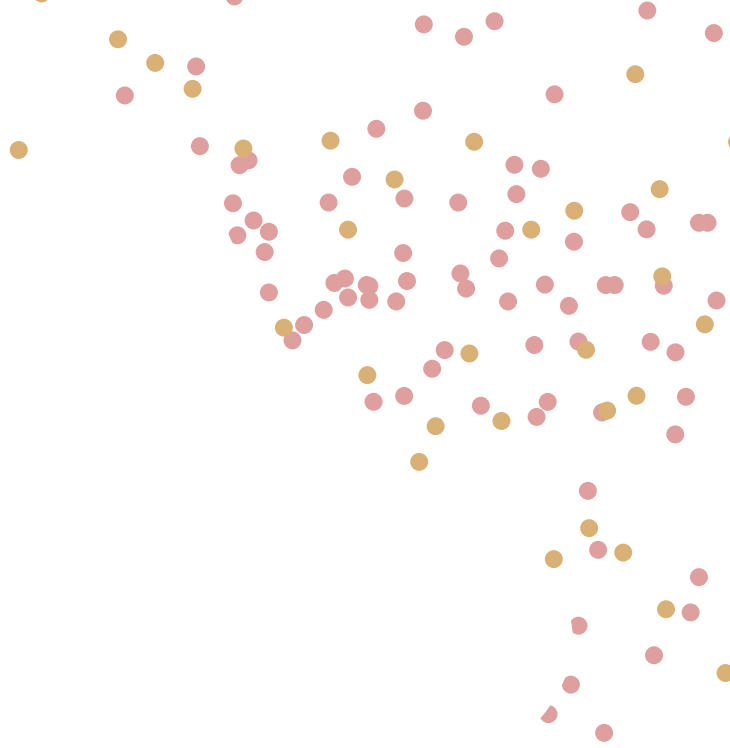
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1. What is a Trademark

Trademark is another word for brand/brand name. A phrase, word, symbol, sound, or even color is eligible for a trademark. Anything that works or functions as a source indicator for your brand and distinguishes your products and services from another qualifies as a trademark.

For example: the apple symbol for Apple products, the “Swoosh” logo for Nike, the magenta color used for the T Mobile logo. Your business will definitely have a name and/or logo, and that makes it your trademark!

2. What is Copyright?

Original works of authorship like music, writings, art are protected by copyright. For example: sales brochures, advertising and promotional materials, videos, instruction manuals, photographs, website content. Copyright is automatically created when a person creates a copyrightable work i.e. if you write an original poem on a piece of paper, you have created a copyrightable work.

A person who owns a copyright in a work is the only person who can copy that work or grant permission to someone else to copy it. As an online business owner, you may have a website or materials that you circulate online for marketing purposes, these materials, and the content within could be copyrightable.

3. Why is it important to register your Trademark and/or Copyright?

The primary purpose of registering your intellectual property is to have a public record of ownership of your trademark/copyright. Additionally, registration also serves as evidence of exclusivity as well as ownership. In other words, registration serves as an official record of you as the exclusive owner of the trademark/copyright.

Having same or similar brand names or logos may mislead the consumers and create confusion. A trademark registration enables you to stop someone from piggybacking off your goodwill by using a name/logo same or similar to your brand name. Similarly, as a copyright owner of your creative expression, registration enables you to stop others from using your copyrighted works or works that are substantially similar to yours.

4. Why are Trademarks and Copyright essential for a business?

Trademarks and copyright are fundamental to any business and play a significant role in propelling business growth.

It is a very well-known fact that consumers identify a business by the name or the logo. Businesses often work harder to provide quality services and products to their consumers to maintain their reputation i.e. to maintain their brand name a.k.a their trademark. Thus, trademarks are a vital part of running a successful business.

As a general rule, an author benefits from the copyright created. When you, as a business owner, hire someone to create a new work (such as a website or a brochure) it is crucial that you clarify who is the owner of the work. Ideally, you would want to own the copyright in all the works created for your business so you would have the right to use the content in a manner suitable to you, without any restrictions. Also, you would have the right to stop others from using your content for their purposes

Every online business has a name and/or logo and a website, this means that every business has at least 1 trademark and/or copyrightable work, and this should be a reason enough for you to rethink and identify how you can protect and enforce your brand:

More information on Trademarks and Copyright can be found on our Website.

Learn more about:

Trademark Here

Copyright Here

