



PARDALIS & NOHAVICKA

# PROTECTING YOUR BUSINESS & BRAND: TRADEMARKS 101



The Entrepreneur Space | April 30, 2019 | 6-8pm



# About Us

**Pardalis & Nohavicka is a full-service law firm based in New York City with offices in Manhattan and Queens.**

We handle an eclectic array of matters representing individuals and business owners in: Civil Litigation, Trademark Services, Business Transactions, Employment Law, Intellectual Property Protection, & Patents.

Our mission is to approach each matter with the utmost in ethical standards and integrity. With their experience and unique approach, our attorneys regularly solve problems for a total fee lower than comparable firms charge. We cannot help but consider it a professional honor to be entrusted with your business and personal matters.

We are counsel to innovative companies, start-ups, and brands around the world, and are thrilled to be here to offer you and your business full protection.





# Our Topics Today

Intellectual Property Basics  
What is a trademark?  
Why obtain a trademark?  
Registering Your Trademark





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Intellectual property protection allows the inventor a greater chance to assert ownership as well win infringement claims and obtain damages or financial gains from litigation.





# Intellectual Property Basics

## COPYRIGHT

Protects original works of authorship, including literary, dramatic, musical and artistic works.

## PATENTS

Protects inventions that are useful, novel, and non-obvious.

## TRADEMARKS

Protect the names and logos under which companies market their goods/services.



# Trademarks 101

## What is a trademark?

A word/symbol/design that can distinguish a source of goods or service.

It protects:

- Words
- Phrases
- Slogans
- Logos
- Symbols



# HERE'S AN EXAMPLE



## Brand Name

Word Mark

PARDALIS &  
NOHAVICKA

## Brand Name

Word Mark

Defending Your  
Business

## Logo

Image Mark

PARDALIS &  
NOHAVICKA  
ATTORNEYS

*Abstract mark*



*Mascot logo*



*Combination mark*



*Emblem logo*



NASA

*Lettermark*



*Pictorial mark*

Google

*Wordmark*



# Trademarks 101

- Trademarks protect logos, words, etc used in commerce, but applications can also be filed even if it is not actually used in commerce yet.
- Serves as a source identifier connecting a particular good/service to its owner.
- Must be renewed 6 years after registration, then every 10 years.
- By registering, you can sue for trademark infringement & recover monetary damages.





## Trademarks 101

- Obtain the exclusive right to use your trademark in connection with the goods or services you selected.
- You have the right to enjoin any third party to use your trademark or a confusingly similar trademark in connection with similar goods or services.
- Easily build your brand and increase consumer recognition and trust.

# WHY REGISTER A TRADEMARK?



## BUILD YOUR VALUE

You build the brand and value of your company, allowing for greater business opportunities as you gain the ability to expand geographically.



## PREVENT COPYCATS

You prevent others from obtaining a similar mark, and then have the right to use the registered trademark symbol.



## JUSTIFIED LEGAL ACTION

If someone does try to copy you, you can legally sue for damages.





**In a very competitive market, a registered U.S. trademark provides a bundle of rights, including:**

- The right to exclusively use the trademark in connection with specific goods or services
- The right to grant licenses for use of the trademark to third parties
- The right to enjoin unauthorized use of the trademark
- The right to sue for trademark infringement.





## How long does it take to get my trademark registered?

The application process, up to the final registration of the trademark, takes approximately 4 - 6 months.



## Can I use my trademark before registration is complete?

Yes, you can use your trademark before the registration is complete. Additionally, you get priority over similar subsequently filed marks.





# CONTACT INFORMATION

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