

PARDALIS & NOHAVICKA

PROTECTING YOUR BUSINESS & BRAND: TRADEMARKS 101





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





ARIADNE PANAGOPOULOU

Associate Attorney



ELENI MELEKOU

Senior Law Clerk



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

Logo Image Mark



Brand Name

Word Mark

Defending Your Business







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.





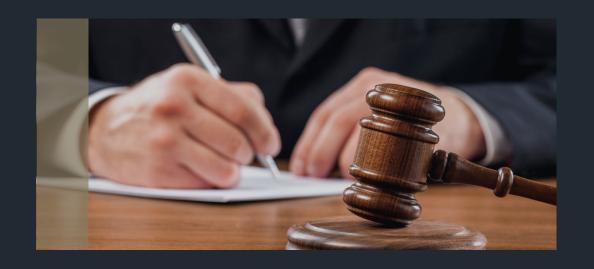
Trademarks 101

- 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

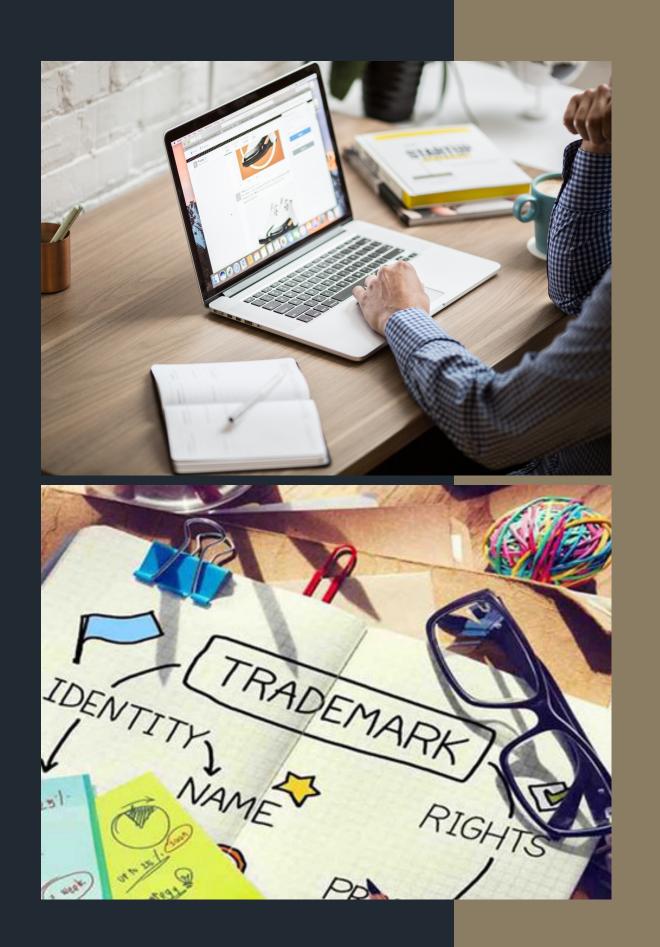
If someone does try to copy you, you can legally sue for damages.



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

contact@pnlawyers.com

MANHATTAN

950 Third Avenue, Fl 25 New York, NY 10022 212.213.8511

QUEENS

35-10 Broadway, Fl 2 Astoria, NY 11106 718.777.0400

WEWORK

135 East 57th Street, Fl 14 New York, NY 10022 212.213.8511