

# 7 Reasons to Register a Trade Mark

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We make sure that every job opportunity suggested on the work pad has the potential to out grow your home office. The time may come when your business needs to think about protecting the brand identity it's worked so hard to cultivate. Read on to review 7 reasons why it might be time for your business to register a trade mark.

## 1.) Protect Your Brand Identity

If your company has grown to point where you are considering trade marking elements of your brand, chances are your brand is also worth copying and stealing. Trade marking your most valuable brand assets will ensure you can quickly get a copy cat company to cease and desist. You don't even need to be actively using your trade marked item at the time of copy or theft, your ownership of the trade mark ensures your priority.

## 2.) Protect Your Asset's Image

Comparative advertising is a delightful side of the US economy but by no means a global phenomenon. Your trade marked brand asset ensures you have the legal right to object to comparative advertising or any other use which negatively affects the image of your mark.

## 3.) Early Registration Is Just Easier

Don't let a lack of cunning competitors lull you into a false sense of security, simply because you have no competition for your brand right now doesn't mean it will never happen. Attempting to establish ownership over a trade mark after a dispute has already begun is a messy business. A court battle will require you to provide detailed sales and advertising figures. Prevent the hassle and register your valuable trade mark before your competitor starts getting sneaky.

## 4.) Get Your Rights Applicable Country Wide

Registering a trade mark ensures other businesses and interested parties are aware of the registration at a national level. Your businesses rights to a trade mark left unregistered are usually far more local.

## 5.) Get Protection And Stay In The Loop

The national trade mark office in your country ensures any trade marks being registered that are too similar to an existing mark are rejected. Where the line becomes slightly blurred the trade marks office might require a new applicant to inform a conflicted trade mark owner of the new approval.

## 6.) Get The Most Out Of Your Mark

A trade mark owner can record a subsidiary company or licensee as a registered user. This ability to register additional users gives the trade mark a wide range of applications in a large or fast growing company.

## 7.) Stand The Test Of Time

Registration of a trade mark lasts indefinitely, if dues are maintained so is the trade mark ownership.

If you've build a company to last, make sure your trade mark lasts just as long.