

What is a trademark?

The legal definition of a trademark is any word, slogan, symbol, design, or combination of these things, that identifies the source of your goods and services and distinguishes them from the goods and services of another party.

The simple definition can be wrapped up in a single concept...Your Brand.

What is your brand? It can be the name of your business, the logo, the colors, the jingle. The elements of your brand are how your customers can tell the difference between you and your competitors. When people see your brand, they know the product or service comes from **your** business. When businesses spend money building their brand, a trademark is their protection for that investment.

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