

## **What is the difference between a registered and unregistered Trademark?**

Only trademarks registered with the United States patent and Trademark Office are permitted to use the “R” symbol in their advertising. This puts the world on notice that Mark is registered with the federal government.

Those claiming rights in unregistered marks are said to have common law rights. Common law trademark rights do not have the same strengths and advantages of registered trademarks. Those with only common law rights may find that their marks are infringed upon more often, their marks have limited geographic enforceability and may face difficulties enforcing their trademark rights. Federal registration is inexpensive and easy with our law firm.

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