

What does Likelihood of Confusion mean when it comes to Trademarks?

In most cases likelihood of confusion between two trademarks happens when two things happen...

One the marks are similar. And second the goods or services are similar or related. The concept behind likelihood of confusion is whether the public might think that the products or services behind each mark is coming from the same source. Remember... Trademark laws are in place to protect the investment a company has in its brand. The trademark is the intellectual property behind the brand. No matter your business, your brand needs all the protection the law allows.

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