

What is the difference between a word mark and a design mark?

A word mark is a word or phrase that is legally protectable through the trademark registration process. Not all word marks can be trademark protected. Marks that are primarily descriptive of the goods or services will not be registered. Word marks that are primarily geographic or are generally known as surnames will not be registered.

Design marks are usually logos, packaging or other design elements of your brand. A design mark and a word mark each need a separate application.

We encourage you to talk to us about your situation. The consultation is free and our attorneys are dedicated to helping you.

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