



## Trademark: Legal Care for Your Business & Product Name

*Stephen Elias, Richard Stim*

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# Trademark: Legal Care for Your Business & Product Name

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**Trademark: Legal Care for Your Business & Product Name** Stephen Elias, Richard Stim  
Protect your trademark, protect your business.

Trademarks -- the names and symbols that identify your business, brand, and products in the marketplace -- are important assets that you need to choose carefully and vigilantly defend. Using the information in this all-in-one reference, you'll learn how to protect:

- business names
- product names
- product packaging
- logos
- slogans
- domain names
- anything that identifies your company, product, or service

*Trademark* provides you with the plain-English explanations and step-by-step instructions you need to navigate the requirements of the U.S. Patent & Trademark Office (USPTO) and successfully register your unique mark. Learn how to:

- choose marks that competitors can't copy
- search for existing marks that might conflict with yours
- register a name or other mark with the USPTO
- protect and maintain your marks' legal strength
- keep your mark safe from infringement
- understand and resolve trademark disputes outside the courtroom

This edition of *Trademark* provides the most current information on trademark statutes and case law, and the latest registration processes, including online registration. Plus, you'll get a fully up-to-date glossary of trademark terms and FAQs from Dear Rich, co-author Richard Stim's popular intellectual property blog.



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