



### **A TRADEMARK IS DYNAMIC**

Products are tangible. You can hold them, use them and ultimately, dispose of them. A brand however, does not disappear. It remains in the minds of consumers, who automatically form associations, thoughts and meanings relating to it. Therefore a trademark is everything but static. The meaning of a trademark can continuously develop and change in response to external factors such as the market environment.

### **A UNIQUE RIGHT**

In today's busy business climate, the multitude of products and services are becoming increasingly hard to differentiate. To make a decision, the consumer relies on their point of view of the brand. The emotional and symbolic meaning of the mark is therefore one of the most important factors in their decision-making process. Brands have never been more important, acting as the face of your product or service. Your mark deserves protection, whether your company is big or small. A trademark registration offers that protection, giving you an exclusive right to use it. As such, a trademark registration is an investment in the success of your company now and in the future.

### **CRITERIA AND RULES**

A trademark will only be registered if it meets certain criteria. Special legislation and related case law have been formulated. Aside from regular registrations like a word, device, logo, 3D shape, colour or combination of colours, you may even register a sound, domain name, product packaging or slogan as a trademark. For a successful trademark registration, a clear insight of your business is essential. How is the trademark registration relevant to you? It has to be clear which product or service the mark is destined for, whether it is a finished or a semi-

finished product and how it relates to the main activity of your company.

### **SPECIALIZED KNOWLEDGE NECESSARY**

Perhaps your product or service has already been on the market for some time. You might even have plans to market other products and services under the same trademark. If that is the case you need to define your market to pinpoint exactly where you want your mark to be protected. Finally, the positioning of your mark compared to those of possible competitors is of utmost importance. The essence of trademark registration is to guarantee your exclusive right to that mark...only specialist expertise can ensure this.

### **ADVICE AND GUIDANCE**

Leave the registration of your trademark to a reliable, expert partner. Knijff Trademark Attorneys are specialists in all aspects of trademark registration. We can advise you on the correct product category or service class for the classification of your mark. We monitor the registration procedure from beginning to end and offer solutions for optimal protection. Plus our activities are not just limited to the Benelux. We assist in registration procedures in all countries where registrations are possible. That way, you can, stress-free, focus on taking care of your business, knowing there are experts taking care of your brand.