



Office of Controller General of Patents, Designs, Trademarks and Geographical Indications presents
KIPS- Kids Intellectual Property Series
TRADEMARKS

Ankita, Akshay, have you thought about a special name for our shop?

Special name Papa?

Why what is wrong with "ABHUSHAN", Papa



AABHUSHAN



Mr Sidhant told me just as designs can be protected, so can names be

He was in a hurry yesterday . But he will come today.

DING DONG

Come in Mr. Sidhant. What were you telling me about my shop's name?

A TRADEMARK helps to establish a brand or image of a company. Have you thought why you always buy A and not B????

That is because you trust its name and the quality it gives you.

TRADEMARKS

It is a visual symbol, a word, signature, name, device, label, numerals or combination of colours used on goods or services or other articles of commerce to distinguish it from other similar goods or services originating from a different undertaking.



You can protect the name of your shop by a trademark. If you sell a certain quality of jewellery, the customers will automatically link the name of your shop to the jewellery.

I see that the name of your shop is Aabhushan. I would advise you to change it because anyone selling ornaments can keep the name AAbhushan. Nothing is different in the name.



To claim monopoly over anything as **your trademark** you should remember that it **should not be descriptive of the product or service** in respect of which you want to use that trademark; and **no one else is using the same or similar thing** as his trademark.

Can you suggest any name for Mr Johri's shop???

I suggest

JANAK GEMS

(J – Johri, AN – Ankita, AK – Akshay)



You can apply for a trademark in India at

www.ipindia.nic.in