



8

**DANGEROUS  
MYTHS  
ABOUT TRADEMARK  
REGISTRATION**



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# 8

# DANGEROUS MYTHS ABOUT TRADEMARK REGISTRATION

Thank you very much for reading this report.

I'm grateful for the opportunity to provide you with information about trademarks.

I'm **Andrei Mincov**, the best-selling author of *The Ultimate Insider's Guide to Intellectual Property* and the founder and CEO of Trademark Factory<sup>®</sup>. In my 21 years of being an intellectual property lawyer, I learned that intellectual property in general, and trademarks in particular, are subject of much confusion.

In this report, you will learn about eight costly misconceptions about trademarks. Plus, I'll offer ten recommendations. And as a bonus, I'll give you a checklist of questions you should ask before you hire someone to help you register your trademarks.



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Before we get to the *trademarking myths*, let me give you an oversimplified idea of what trademarks actually are and what you as a business owner should protect with trademarks:

1 The name of your company

2 Names of your products

3 Names of your services

4 Logos you use to identify your business, products, or services

5 Taglines you use to identify your business, products, or services

A registered trademark is a tremendously valuable asset of every successful business. To put it another way, there are virtually no successful businesses out there that have not protected their brands. Unfortunately, business owners have so many misconceptions about trademarks that I decided to offer this consumer education guide. This way, when you make a decision about trademarking your brand, your decision is well-informed and well-reasoned.

# USEFUL LINKS & RESOURCES:



## ***Trademark Factory®***

The only firm in the world offering trademarking services with a predictable, guaranteed result for a predictable, guaranteed budget. With a 100% money-back guarantee. Get your FREE trademark search now:

**<https://TrademarkFactory.com>**



## ***Trademark Cartoons***

30+ cartoons explaining complex issues about trademarks in a language a 9 year-old would understand.

**<http://TrademarkCartoons.com>**



## ***Trademark FAQ***

90+ answers to commonly asked questions about trademarks.

**<https://TrademarkFactory.com/FAQ>**



## ***Trademark Academy***

10-video course: All you need to know about trademarks.

**<https://TrademarkFactory.com/trademark-academy>**



## ***Trademark Quiz***

Answer 19 questions about your business—and in 5 minutes you'll know if you should trademark your brand—and why.

**<http://TMQuiz.com>**

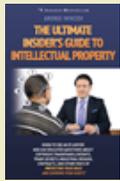


## ***Kick-Ass Brands Show***

Interviews with successful business owners who share tips on creating, building, promoting, and protecting a kick-ass brand.

**<http://KickAssBrandsShow.com>**

# USEFUL LINKS & RESOURCES:



## ***Books by Andrei Mincov:***

***The Ultimate Insider's Guide to Intellectual Property***

**<http://IPBook.ca>**

***The Ultimate Insider's Guide to Trademarks***

**<http://IPBook.ca/ebooks>**

***From Faceless to Legendary for Restaurants***

**<http://FacelessToLegendary.com/restaurants>**

***From Faceless to Legendary for Coaches and Consultants***

**<http://FacelessToLegendary.com/coaches>**



## ***IP Contract Templates***

Sophisticated contract templates that cover intellectual property: copyright assignment, content creation, non-disclosure, trademark license.

**<http://NiceContracts.com>**



## ***IP Strategy Review***

Order your 90-minute call to get complete clarity on the intellectual property strategy for your business.

**<http://IPStrategyReview.com>**



## ***8 Dangerous Myths About Trademark Registration***

Beware of these common misconceptions about trademarks.

**<http://TrademarkMyths.com>**



## ***5 Trademarking Rip-Offs You Should Avoid***

5 ways brand owners commonly get ripped off by law firms.

**<http://TrademarkRipoffs.com>**



# DANGEROUS MYTH #1:

WE'RE TOO SMALL / IT'S TOO EARLY

We hear this from business owners all the time:

- *Oh, we're too small...*
- *It's too early...*
- *We're still thinking...*
- *We'll think about trademarking once we grow bigger...*

Let me be blunt with you.

*This is utter nonsense on so many levels!*

You must not make trademarking decisions based on where your business is today. You must make these decisions based on where your business will be *if* it's as successful as you hope it *might* become.

Even if you are only starting your business and the budget is tight, ask yourself three questions:

**1** Would you be *OK with losing your brand* and being forced to rebrand into something else?

**2** Would you be *OK with your competitor using your brand* to advertise THEIR stuff?

**3** Is there really *no value in your brand* so that it's virtually impossible that somebody at some point may want to buy your business or license your brand?

Don't bother with trademarks only if you would honestly say *no* to all of these three questions *after* your business has reached the levels of success you were hoping for. Otherwise, do what's necessary to protect your brand! Now.

It's often too late, but it's *never too early* to register your trademarks. In fact, as soon as you've figured out there may be some potential to the brand you came up with, you want to protect it.

Think about this: Coca-Cola, whose brand is now worth almost 80 billion dollars, registered its trademark in 1892, just days after the Coca-Cola Company was incorporated. It was also the year when they were only selling 9 glasses a day. It was barely more than a *lemonade stand with a dream!*

Interestingly, most hottest startups filed their first trademark applications long before they were making any money:

Brand	First trademark application filed:
	2 months BEFORE launch
<b>stripe</b>	8 months BEFORE launch
	2 months BEFORE launch
	SAME month as launch
	SAME month as launch
	SAME month as launch
	While the founder was renting out his own bedroom on AirBnB to pay for the overhead

Successful entrepreneurs know that investment in trademarking will be negligible compared to possible rewards. They also know that if someone steals their brand after their business takes off, the cost of litigation or rebranding will dwarf trademarking fees that could have easily prevented such problems.

During my long career, I've met hundreds of business owners who told me, *Andrei, I wish I had trademarked my brand while I still could*, and very few who said, *I wish I hadn't wasted my money on trademarking.*

## RECOMMENDATION #1:

Trademark your brands as soon as you realize that there may be some value to them.

When you chose to start your business, you deployed yourself on a mission. You're on a battlefield fighting to get noticed, to get people to buy from you, and to keep your competition green with envy—not green because they're stealing dollars from under your nose.

Trust me, on a battlefield, you're much better off having a gun and not needing it than needing a gun and not having it.

Equip yourself with what it takes to win this battle!

## USEFUL LINKS:



[\*3 Benefits of Registering Trademarks\*](#)

[\*Should I Trademark My Startup's Brand?\*](#)

[\*Should I Trademark a Logo Done on Fiverr?\*](#)

[\*When Should I Trademark My Brand?\*](#)



[\*Take the Quiz: Should I Trademark My Brand?\*](#)



# DANGEROUS MYTH #2:

**I ALREADY REGISTERED MY COMPANY  
NAME, I DON'T NEED A TRADEMARK**

So you incorporated your company, let's say, *Drain Pilots Plumbers Ltd.* Your state or provincial registry made sure there were no other companies under that same name. Your brand *Drain Pilots* is now protected and you can safely use it, right?

**Wrong!**

Simply incorporating the business or registering a DBA (*doing business as...*) name is not enough. It only prevents your competitors from registering an identical or similar name as their *corporate name* in the same state or province that your business is registered. It also does very little to protect you against competitors who might use or even trademark *your* brand *without* using it as part of their corporate name or their DBA name.

For example, just because you incorporated as *Drain Pilots Plumbers Ltd.* would not automatically prevent someone from starting a company under a different name and using *Drain Pilots Plumbers* as their trademark.

It's not that the name of your incorporated company is entirely useless. It *can* help you ultimately succeed in a dispute if someone started using your corporate name as their trademark. ***But it will cost you tens of thousands of dollars more in legal fees*** compared to when you have a registered trademark.

On top of that, in most cases, ***your trade name only protects you within the borders of your state or your province***, so anyone can use the same name *legally* in any other state or province. Unlike company names, registered trademarks are protected on a federal level. A trademark registered in Canada protects you throughout Canada; a trademark registered in the U.S. protects you throughout the United States; and so on.

Incorporating as *Drain Pilots Plumbers Ltd.* is not the same as registering a trademark for *Drain Pilots* or *Drain Pilots Plumbers*. The name doesn't become your trademark until you start using it *as a trademark*—that is until you place that name on the *products* you sell or displaying it while rendering or advertising your *services*.

The classic example is Microsoft Corporation. They can protect their trade name because they use the word “*Microsoft*” as part of their product names—Microsoft Word, Microsoft Windows, Microsoft Office and so on.

## RECOMMENDATION #2:

Government entities responsible for corporate names and trademarks don't check each other's databases.

So don't rely on your incorporation to protect your brand name.

If you want your brand to be protected on a federal level—trademark it.

## USEFUL LINKS:



[\*Trademarks vs. Trade Names\*](#)

[\*Will My Canadian Trademark Protect Me in the U.S.\*](#)

[\*Will My U.S. Trademark Protect Me in Canada\*](#)

[\*What Does “Using a Trademark” Mean?\*](#)



# DANGEROUS MYTH #3:

**MY BRAND SHOULD DESCRIBE MY  
PRODUCTS AND SERVICES**

Many business owners think their brand should describe what they do. They come up with “brand names” like *Best Vancouver Condos*, *Spotless Carpet Cleaners*, *Convenient Car Rentals*, *Cooler Than* and *Amazing That*.

**Brand names that describe a function, a feature or a characteristic of your products or services *are called descriptive and are rarely registrable.***

So there is an internal discussion that always goes on in business owner’s mind—*What do I do? Go for the search engine optimization so everybody who searches for best condos in Vancouver finds me? Or do I pick a brand I could trademark?*

There is a reason why Google didn’t pick the name *The Most Accurate Search Engine*, Apple didn’t call themselves *The Greatest Computer Company*, and Red Bull didn’t try to trademark *A Sports Drink To Stay Awake While Driving*.



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To answer this question, you need to go back and ask yourself these 2 questions:

1

What are you building?

2

Where do you want your business to be when you're successful?

The function of a trademark is to distinguish your products and services from identical or similar products and services of everyone else. That's why we have Google, Yahoo, and Bing (all of which are, of course, trademarks). They all refer to essentially the same type of services, but we can easily tell one from the other by their distinctive names. Same thing with phones, coffee shops, carpet cleaning companies, realtors, restaurants and hundreds of other industries.

In fact, *the more competitive your industry, the more you need a trademark* that will allow your customers to tell you apart from everyone else who does the same thing. If you are the only search engine out there—who cares what your name is? Everybody will find you anyway. If there are thousands of people doing the same thing—*that's when you REALLY want to stand out.*

## RECOMMENDATION #3:

Don't pick descriptive names or taglines for your business, products and services.

Descriptiveness is the most common objection that examiners at the Trademarks Office raise after they see a trademark application. This objection is also the hardest to persuade the trademark examiner about. If this objection is raised, expect your trademark attorneys to spend dozens of hours to come up with creative arguments why your trademark is *not* descriptive.

Come up with a distinctive brand and then use good compelling marketing materials to describe why people should buy from you. Don't try to let your brand describe why people should buy from you. Most often, you'll lose out on both: you'll have a brand that is not trademarkable and that does little to actually convince your prospects to buy from you.

## USEFUL LINKS:



[\*What is a Trademark?\*](#)

[\*Trademark Examination Stage\*](#)

[\*"Clearly Descriptive" Trademarks\*](#)



# DANGEROUS MYTH #4:

**IF I CAN USE IT, I CAN REGISTER IT  
& IF I CAN REGISTER IT, I CAN USE IT**

Before I spill out the details, remember:

- **Just because you can use a trademark does not necessarily mean you can register it.**
- **Just because you can register a trademark does not necessarily mean you can use it.**
- **Just because you can't register a trademark does not necessarily mean you can't use it.**
- **Just because you can't use a trademark does not necessarily mean you can't register it.**

Here's why.

Not all brands that you can legitimately use can be registered. The best example of such trademarks is descriptive marks (See **Myth #3**). Just because you can call yourself *Spotless Carpet Cleaners* doesn't mean you can register this name as your trademark.

You can also succeed in registering a trademark you can't legitimately use. The best example of such trademarks is trademarks that are identical to previously used trade names and unregistered trademarks of others.

The only thing the Trademarks Office cares about are other registered trademarks.

Owners of trade names and unregistered trademarks may still prohibit others from using their trademarks. However, they will face the two problems I already pointed out in **Myth #2**:

-  **It's a lot more expensive to win a dispute based on a trade name or an unregistered trademark than it is to win a dispute if you have a registered trademark.**
-  **Plus, they can only prohibit unauthorized use of their trade name or their unregistered trademark in the same geographical area where they have established their prior right.**

Let's say you have a carpet cleaning company in Toronto, and you use the brand *Wickedly Marvelous Carpet Cleaners*, which you haven't trademarked. You have a few cleaners working for you but you don't serve any areas outside the Grand Toronto Area.

What this means is that you may eventually win a dispute against some other carpet cleaning company that uses the name *Wickedly Marvelous Carpet Cleaners*, but only if that other company also offers services in Toronto. You can't do anything if they offer services in Calgary, Vancouver and Montreal. And it will cost you a lot more than winning a trademark infringement dispute with a registered trademark.

Just because you can't register a descriptive trademark does not mean you can't use it. It will just be an unregistered trademark. In fact, if you have been using your unregistered trademark for a long time and can prove that the public has come to recognize the descriptive name, logo or slogan as *your* trademark, you would be permitted to register it. However, the road to registration will not be as simple as with distinctive marks.

Many business owners think that their unregistered trademarks provide enough protection so they choose not to register them. **Big mistake.** As you have learned, the Trademark Office only looks at other registered trademarks when someone files a trademark application, so *anybody* can register *your* trademark and then try to use that trademark registration against you – even if you started using that name first.

Yes, you might be able to prove your prior right, but here's the difference: the right of an owner of a registered trademark is *presumed* unless someone else proves otherwise. The *proving otherwise* part can be very, very expensive. *I promise that you don't want to be the one having to prove otherwise.*

## RECOMMENDATION #4:

Pick a brand that you can both register and use.

Do a [trademark search](#) to make sure.

If you picked a name, logo or tagline that are working for you and that are trademarkable, register them ASAP.

## USEFUL LINKS:



[Confusing Marks](#)

[™ vs. ® - Unregistered and Registered Trademarks](#)

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[Do All Countries Protect Unregistered Trademarks?](#)

[If I Register My Trademark, Can No One Use It?](#)

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[Check If Your Brand Is Trademarkable. For Free.](#)



# DANGEROUS MYTH #5: TRADEMARKING IS EXPENSIVE

Of all misconceptions out there, this is the most common one and also the most dangerous.

Many business owners say trademarking is expensive.

**I'll tell you what *IS* expensive!**

Rebranding is expensive, losing your brand is expensive, going to court is expensive, advertising and trade shows are expensive, most importantly, wasting your time on unproductive activities is expensive.

**Trademarking is *not expensive*. The cost of trademarking is *irrelevant*.**

*Coca-Cola* filed its first trademark application in 1892. Do you think they ever wonder if they overpaid their lawyers back in 1892, now that the value of the brand alone is over \$73 Billion.

On the other hand, there's **KARHOO**. And if you're wondering what Karhoo is, it's a startup that burnt through \$250 Million hoping to become a competitor to Uber. And when they ran out of money, that was the end of Karhoo. A dollar they paid to trademark the brand was a dollar too much.

Seriously, when I see an entrepreneur with a great brand who refuses to trademark it, I know that whatever the excuse is, the real reason is always the same. They don't believe in their ability to build a *great* business. Their dream is to build an OK business. Their #1 task is not to make a costly mistake. Their motivation is to avoid looking silly because they've invested too much in a business that failed. Will their friends laugh at them because they trademarked the brand for a business that went broke? What will their loved one say?

**The real problem is they  
*don't truly believe* they *deserve* to be  
recognized for something *amazing*.**

You say, you don't have the money for it right now? Really? You probably spend more money on coffee, restaurants, car insurance, or gas. I don't even mention your staff! Your assistant's \$13/hour monthly salary is probably more than what it would cost you to register your trademark. And that registration is going to last 10 years in the U.S. or 15 years in Canada!

## Stop pretending!

If you really don't have \$2,500 to invest in one of your business's most important assets, you're not running a business. ***You have a time-consuming hobby.***

Some business owners don't want to trademark their brands because they don't want to deal with lawyers. *I get that!* I really do.

That's why I created **Trademark Factory**<sup>®</sup> and eventually gave up my lawyer license!

The whole idea was to offer business owners a revolutionary new way to register trademarks with a predictable, guaranteed result for a predictable, guaranteed budget—the opposite of what you get with law firms.

That's why we offer trademarking services at a single all-inclusive flat fee, with a 100% money-back guarantee—something that no other firm offers.

That's why I write books and publish cartoons, videos and reports like this one or like **5 Trademarking Rip-Offs You Should Avoid.**

I'm on a mission to make trademarking easy to understand and easy to get.



But there's one thing I can't do for you: I can't *make you believe in your ability to build a great business*, to build a legacy, to build something of value.

*It's too expensive* is only an excuse... and a poor one at that.

## RECOMMENDATION #5:

Be honest with yourself. No one will believe in your business more than you believe in it yourself.

Ray Kroc, who built McDonald's into what it is today, said, "*You're not going to get it free. You have to take risks, and in some cases you must go for broke. If you believe in something, you've got to be in it to the ends of your toes. Taking reasonable risks is part of the challenge. It's the fun.*"

Every successful business treasures its brands. Often, the brand *is* the business.

Once you have chosen your brand, don't hide behind the *It's too expensive* excuse. It's often a lot more expensive *not* to get a trademark.

## USEFUL LINKS:



[\*Can Your Trademarking Strategy Predict Success of Your Business\*](#)



# DANGEROUS MYTH #6: TRADEMARKING IS QUICK & SIMPLE

This is virtually the opposite of  
*It's Too Expensive* Myth #5.

Some business owners think that registering a trademark is as quick and easy as it is to register a *domain name*, when you pay \$10—and it's yours, or a *company name*, when tell the registrar what you want to register, a couple of days later you get it approved, you go online, request that your company to be incorporated—and it's done, the whole thing takes about a week.

# With trademarks, it takes *14–18 months*. It's a loooong process.

- 1** You do a **search** to determine if the trademark is registrable.
- 2** A trademark application is **drafted and filed** with the Trademarks Office. A government filing fee is paid at this time.
- 3** It takes several days before the application becomes properly entered into the Trademarks Office system, at which point the application is said to be **formalized**.
- 4** In several months, the application is either **approved** (which means that an examiner at the Trademarks Office reviewed your application and decided that everything is good to go) or an office action is issued (which means that the examiner determined that there is something wrong with your application.) If an **office action** is issued, the applicant typically has several attempts to either fix the application or to convince the examiner that the application is fine, the desired result being that the application is finally approved.
- 5** The trademark application is **published** (advertised), which opens a short period (usually one or two months) during which any interested parties may request that your trademark *not* be registered (the **opposition** period). If the application is opposed, then the applicant and the interested party get involved in **opposition proceedings**, which are as rare (they only happen in a fraction of 1% of all applications filed) as they are time-consuming and costly.
- 6** If nobody opposed your application or you were successful during opposition proceedings, the trademark application is **allowed**.
- 7** Finally, the trademark is **registered**. This may require payment of a government post-allowance fee as well as making a statement and providing evidence that you are in fact using the trademark as set out in your trademark application.

## RECOMMENDATION #6:

Plan that it will take time for your trademarks to get registered.

If having a registered trademark is part of your strategy, file as early as possible.

## USEFUL LINKS:



[\*What Is The Trademarking Process?\*](#)

[\*How Long Does It Take to Register a Trademark?\*](#)

[\*2 Main Reasons Your Trademark May Be Rejected\*](#)





# DANGEROUS MYTH #7:

I CAN DO IT MYSELF

Yes. By law, you are allowed to file your own trademark applications in both Canada and the U.S. Similarly, there are no laws that prevent people from pulling their own teeth, fixing their own transmissions, or cutting their own hair.

Yes, you get the idea. Just because you *can* do something yourself, doesn't mean you *should*.

In case of trademarking, there are *two reasons* not to do it yourself.

**1** You will need to spend a good deal of time—learning how to do it properly and actually seeing your trademark application from filed to registered. As I explained in *Myth #6*, trademarking is a long process.

Even the simplest of applications will take several hours. And if something unexpected comes up (as it does in about 75% of the cases), get ready to spend hours and probably days trying to fix the mess you got yourself in.

Is this really the best use of your time as a business owner? If you're any good at what you do, you already know the answer.

You're much better off spending this time growing your business and planning your marketing campaigns, while a trademark professional who knows what they're doing takes care of your trademarks.

**2** You already learned that the trademark registration process consists of several stages, but even filing your application is not as straightforward as most people think.

There are **4 important elements** to any trademark application, and *each* has plenty of little things you can easily do wrong.

The **first element** is the **trademark owner**. You need to be strategic in deciding who will own the trademark. Whether it's you personally, your corporation, or a holding company.

The **second element** is the *trademark itself*. You need to decide whether you're going to file it in a particular font, color, uppercase, lowercase, etc. You need to decide which elements of your brand should be filed as separate trademarks and which can be filed in a combined mark. And you need to really understand the reasons behind these decisions.

The **third element** is a proper *list of goods and services*. Trademarks, despite what many people believe, don't give an absolute monopoly over words and images. They give a monopoly over the *mental link* between the words or images you've chosen as your brand *and* the products (goods) and services you offer. Drafting this list typically takes 70% of the time drafting the application. You need to be very careful because you can't expand that list after the trademark application is filed.

The **fourth element** is an *accurate matrix connecting each of the products and services* for which you're requesting trademark protection to *dates* when you first used your brand on such products and services. You may have been using your logo for restaurant services since January 29, 2001, for takeout services since April 8, 2014, and you may only be considering using it for sauces and condiments. All of this information must be properly identified in a trademark application.



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## RECOMMENDATION #7:

Only file your own trademark applications if you're really desperate and you can spend at least 30-50 hours learning how to properly do it.

This is better than not protecting your brand at all, but think again of **Myth #6**.

You are running a business, not a hobby.

You can't afford to do it poorly. Do it right!

## USEFUL LINKS:

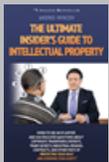


[\*Why Use a Trademark  
Professional to Register Trademarks\*](#)

[\*4 Important Elements of a Trademark Application\*](#)

[\*Combined Trademarks - File Separately or Together?\*](#)

[\*Claiming Color as a Feature of a Trademark\*](#)



[\*The Ultimate Insider's Guide to Intellectual Property\*](#)

[\*The Ultimate Insider's Guide to Trademarks\*](#)



[\*Trademark Academy\*](#)



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# DANGEROUS MYTH #8:

**ALL TRADEMARKING FIRMS ARE THE  
SAME, I JUST NEED TO FIND THE ONE  
WITH THE LOWEST PRICE**

*It just doesn't work this way.*

It's easy to find online trademark filing companies that will file your trademark applications for \$199, \$299, or \$399...

**I implore you: *DON'T DO IT.***

I'm serious. Don't even think about doing until you've read our [\*\*5 Trademarking Rip-Offs You Should Avoid\*\*](#) report!

Different firms offer different things, and there are dozens of ways the bait-and-switch works. They're not breaking any laws. They're telling you everything upfront. But they're telling it in words you don't understand, so you don't pay attention.

You ask them, *how much will it be to trademark my logo?* They reply, *Our fee for filing your application is only \$399.* If you don't know what else is involved in the trademarking process (and most business owners don't), you'd think that \$399 is how much it will be to trademark your logo. Only, in most cases, it will cost you much-much more.

If you *compare apples to oranges*, you often end up *buying a lemon*.

Don't say we didn't warn you!

## RECOMMENDATION #8:

Read the [5 Trademarking Rip-Offs You Should Avoid](#) report before you even think of price shopping. The 10 minutes you'll spend reading it can easily save you thousands of dollars.

## RECOMMENDATION #9:

Always ask the following questions before choosing a firm to handle your trademarks:

- Do you charge for preparing a trademark search report and registrability consultation?**
- Is it just an automated knockout trademark search or a real search of identical and similar trademarks?**
- Does the quoted price cover unlimited responses to office actions and examiner's objections?**
- Am I paying for just the filing of the application or for the entire process from start to finish?**
- Can you quote a fixed fee for the entire process from start to finish?**
- If the Trademarks Office issues a final refusal to register my trademark, will I get my money back?**

By following these 9 recommendations, you'll gain all the information you need to make an informed, intelligent decision. If you want someone to file your trademark application for next to nothing, many companies in the phone book can help you. Or you can go to a library, read a textbook, and do the job yourself.

But if you want to make sure that your trademark is handled by trademark professionals who know what they're doing, have a perfectly predictable budget, and a money-back guarantee, Trademark Factory® ***is not just your best choice. It's your only choice.***

Here's how Trademark Factory® can help you protect your brand:

After you fill out the form at <https://trademarkfactory.com>, our trademark professionals will search for identical and similar trademarks, summarize their opinion in a registrability report and explain it to you over the phone. **FOR FREE!**

Then you would pick one of our packages that are all built around the idea of certainty and predictability.

Our flagship **All-Inclusive Package** comes with a single all-inclusive flat fee that covers **every step** from start (filing) to finish (registration), including unlimited number of hours it might take us to respond to any number of objections issued by the Trademarks Office, no matter how complex. That's why we call it *a single all-inclusive flat fee!* You pay it once—and then you don't need to worry about getting more invoices from us again.

For each trademark in your trademark search report, we'll assign a level of money-back guarantee that will apply if trademarks you purchase with the All-Inclusive package don't get approved.



For trademarks with minor concerns, when we're certain that we can overcome any objections, we'll offer a **100% money-back guarantee**. If such a trademark is rejected, you'll get all of our fees back.

And for trademarks where we did not identify any issues, we will offer a **100+% money-back guarantee** that covers not just our fees, but also the government fees.

## RECOMMENDATION #10:

If you are thinking of trademarking your brand, start by ordering a **trademark search** from us and find out if your brand is trademarkable. It's free – with no strings attached.

## USEFUL LINKS:



[\*Why Use Trademark Factory® to Register Trademarks\*](#)



[\*Trademark Factory® Money-Back Guarantee\*](#)



[\*Trademark Factory® All-Inclusive Package\*](#)

[\*5 Trademarking Rip-Offs You Should Avoid\*](#)



[\*Get your FREE trademark search from Trademark Factory®\*](#)

# SUMMARY

- It's often **too late, but never too early** to protect your names, logos, and taglines.
- **Incorporating** your business **does not protect your brand**.
- Your brand must be sufficiently **distinctive**.
- The **cost** of trademarking is **irrelevant**.
- Trademarking is a **complex** and time-consuming process.
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