

HAVING A STRONG TRADEMARK IS A DECISION: CHOOSE NOW.

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We have often writing IP articles to show the basic things that need to be done to register a trademark and how to protect those trademarks once they are registered.

In this simple article, we will take a brief look at what are the basic things to consider in order to choose a strong trademark in the market for an entrepreneur and a company. This is due to the fact that, not all trademarks may be registered and that not all registered trademarks are doing well in the market.

Well trained Trademark Team.

The first and foremost thing to consider, is to make sure that, the company hires a good team of marketing officers, lawyers who are specialized in intellectual property laws, accountants, designers and a well-trained IT personnel. For an entrepreneur who cannot hire such people, he or she should make sure that has good marketing

consultants, lawyers and designers. These people are very important in creating a trademark that will bring competition to the market.

Marketing department is very vital to examine the business situation and needs of customers at particular moment. The marketing team are responsible for researching on what products are popular in the market and advising on the types of products that will suit the market situation at that particular time. This will also include having a qualified **accountant** who will help to plan the research and registration budget.

Lawyers know what types of trademarks can be registered and which cannot be registered. They are the ones who will give advice on which are the strong trademarks and which are the weak trademarks. They will also provide advice on how to register trademark according to the company's goals and objectives. Their advice will help to avoid unnecessary costs incurred by being denied registration of trademark i.e. objection from the Registrar or opposition from third party.

Designers will help to create a good brand logo or name once they get advice from marketing people and lawyers. They are supposed to be people with high creativity, integrity and people who can act immediately in order to implement their plan. They also need to be computer literate and good users of social networks.

Funds.

A company or entrepreneur should set budget for research. To find a good trademark a thorough investigation is required. The company needs to know in which areas and countries it wants to do business. For example if a company needs to do business in more than one country, it needs to allocate funds to conduct market research into those countries. This research will also be conducted to identify trademarks registered in the cadre that a company or entrepreneur needs to conduct business.

We firmly believe that if this is done correctly we will have a strong trademark in the market. For more advice you can [write](#) or call us at any time.



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