

The Top 8 Reasons Why You Should Hire a Trademark Attorney

A trademark attorney's advice is crucial when protecting your company's intellectual property. Consult an attorney today to help guide you through the process.

PHILADELPHIA, PENNSYLVANIA,
UNITED STATES OF AMERICA,
December 31, 2017 /EINPresswire.com/
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A trademark is an identifiable logo or sign that differentiates your product or services from competitors. It helps the customers identify the source of the product. Though filing a trademark has become much easier today, sometimes obtaining a trademark involves several steps which are critical as well as complicated. Hiring a [trademark attorney](#) isn't essential, but it sure is beneficial. Here are the reasons why you should hire one:

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Through our global network of foreign associates, our firm litigates and prosecutes intellectual property in nearly 40 countries.”

James C. McConnon, Esq.

Assistance in Trademark Research

A trademark attorney can help you in acquiring a suitable and legally acceptable trademark and slogan for your business. The lawyer would put together a research report of the trademark made by you and may counsel you about the results of the research. During counseling, you may seek clarification about any doubts that you might have about the process and pricing of registration. You may also get your

questions about the steps to register a trademark answered.

Trademark application

Officially, a trademark application can be submitted by the proprietor or a trademark agent. The process of submitting such an application is easy, but keep in mind this will impact the entire registration process, so make sure the application is filled out without mistakes. Your trademark lawyer knows the legal technicalities and thus can make the process easier for you. A trademark attorney also helps in shunning expensive mistakes while you choose and make use of your company's trademark.

Help Avoid registration mistakes

Having a trademark increases the chances of greater sales volumes and improves the profit margins of your business. A registered trademark would increase your business' visibility not only in the

marketplace but also in the online world. Today, the majority of the businesses use trademarks for setting their brand apart to customers online and offline. A trademark attorney can help getting the trademark registered while you channel your energy in your business and save you hassles and valuable time. Your attorney can also protect you from making expensive mistakes.

While starting a new business

If you are planning to start a new business you must seek guidance from an experienced trademark lawyer for understanding the trademark basics and facts. It is advisable to involve the expertise of an experienced trademark attorney before you have committed any money or resources for a specific trademark.

To avoid Potential Conflicts

Your trademark attorney can also help in avoiding potential conflicts with other trademark owners. For example, if you have acquired and utilized a trademark already, your lawyer can do research to discover any trademark infringements. If there are any conflicts, the lawyer will be able to legally settle the case to save you from any further damage.

Help with Federal Registration

If you have been using a trademark for quite some time; an experienced trademark attorney can guide you in case your business would benefit from a federal registration. If you decide to go for one, the attorney can help in drafting your application and see you through the entire procedure of the registration process.

Meeting the requirements of USPTO

It is important that you familiarize yourself with the trademark basics as required by the USPTO (The United States Patent and Trademark Office) before applying for a trademark. The trademark attorney can help you in a multitude of cases whether you require a trademark, logo, slogan or any other form of intellectual property protection for your business.

Cease and desist letter

Apart from getting your trademark registered, your trademark lawyer can also help in enforcing your trademark. On the other hand, your lawyer can also assist if you get a cease and desist letter. These letters are the first step towards litigation and would mean you have to stop using your trade or service mark in the event of any trademark infringement claim made by another company.

Registration of trademark requires knowledge of trademark procedures as well as trademark law, thus picking a knowledgeable trademark attorney will make your life easier. You must choose an attorney who can answer all your questions regarding trademark as well as any aspect of the other intellectual properties of your business.

Hiring a professional trademark lawyer is a great investment for your business. Your attorney can help you handle not only registrations but also any disputes or infringement that could hamper your business.

The attorneys at [Paul & Paul](#) have over 170 years of experience in intellectual property litigation. The process to trademark a logo can be complicated, but our attorneys can assist you in the process and answer any questions you may have about trademarking. Please contact us today at 866-975-7231

for a consultation.

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