



TRADEMARK BUSINESS GUIDE

A STEP-BY-STEP GUIDE TO PROTECT AND GROW YOUR BRAND



1. CHOOSE A STRONG, DISTINCTIVE BRAND NAME & LOGO

Ensure your trademark is unique, distinctive, and not generic or descriptive.

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2. CONDUCT A TRADEMARK SEARCH

Check availability on the IP India website (ipindia.gov.in) to avoid conflicts and rejection.

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3. IDENTIFY THE RIGHT CLASS

Trademarks are registered for specific goods or services under the Nice Classification (1–45).

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4. FILE YOUR TRADEMARK APPLICATION

File online using Form TM-A on the IP India portal. Pay the prescribed government fees.

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5. EXAMINATION BY TRADEMARK OFFICE

The trademark is examined for objections. If any, respond within 30 days.

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6. PUBLICATION IN TRADEMARK JOURNAL

If accepted, your trademark is published in the Trademark Journal for 4 months for opposition.

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7. REGISTRATION & CERTIFICATE

If no opposition is filed, your trademark is registered and a certificate is issued.

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8. RENEWAL & MAINTENANCE

Renewal is required every 10 years. Use your trademark consistently.

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9. ENFORCE YOUR RIGHTS

Monitor misuse and take legal action against infringement or passing off.

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10. BUILD BRAND VALUE

A registered trademark builds trust, goodwill and adds value to your business.

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REMEMBER:

A registered trademark is your exclusive right.
Protect it today. Own your brand. Grow with confidence.



WHY REGISTER YOUR TRADEMARK?

- ✓ Exclusive legal protection
- ✓ Prevents others from copying
- ✓ Builds brand trust and reputation
- ✓ Valuable business asset
- ✓ Essential for licensing and franchising



NEED LEGAL HELP?

We help businesses protect their brands with expert trademark filing, opposition and enforcement services.



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YOUR BRAND. YOUR IDENTITY. OUR PROTECTION.