

Creating a Trademark – Logo

Logos are nothing but the symbols designed to represent a particular entity. This entity may be a company, a product, a brand, a service or a device. Logos help to create an impact on the minds of people. To influence the masses, a logo should be an art of creativity, look attractive and be the only one of its kind. The company or brand image should be clearly reflected through its logo.

When a logo is associated with the intellectual property of a company, then it is generally known as a Trademark Logo. This means the logos associated with the company are trademarked, such that the use of the same logo by others is prohibited. The trademark generally prevents the logos, Slogans and particular names associated with the company as it confers some rights to the symbol.

There are some infamous trademarks that we are familiar with which make a direct impact on our mind and are easily identifiable with the kind of product or service they represent. FedEx, Google, YAHOO, PEPSI, Cadbury etc. are some of the trademarks that immediately reflect the type of product or service. Trademarks are particularly useful in brand recognition as they tend to protect the brand.

From the legislative point of view, a trademark serves authoritative to the company by binding the company nationwide to prevent your competitor from misusing your logo. If it is infringed you can sue or take legal action to recover the financial losses to your company's revenue or reputation.

Getting a trademark for your company or brand is a long term process which demands patience. The trademark is obtained from the Patent and Trademark Office. An initial search for previous trademarks or logos is conducted to avoid conflict with the new one. It takes months to file an application but once it is accepted and approved by the Authority, it is then published and the trademark is granted.

The trademark is represented as “™” and when it is registered with the government trademark office it becomes a Registered Mark represented as “®”. The Trademark provides its owner to use it exclusively or to lease it or allow use in franchise. The trademarks come under the jurisdiction of the particular state and country and need to be renewed over a particular time.

The different types of trademarks or logos include- mix of icon and text, an abbreviated text (logotype, wordmark, lettermark) and symbols or brandmarks (Icons). In special cases there may be a combination of all the above. The logo can be without company name. But some logos do have partial name of the company, as in Yahoo – Y! or Federal Express – FedEx or Sun Microsystems Logo etc. The slogans used with the logos are generally known as service marks and form part of the trademark. The slogan of 'McDonald's–I'm Lovin it!' and SYNTEL – Consider IT Done are examples of service marks.

The trademark logo can be designed by hiring a professional designer. The expert will be able to design the logo to reflect the image and the reputation of the company. The designers will take care of the copyright issues as well.

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