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## Info & Price on Trademarks

### What is a trademark?

A trademark typically protects names, words, slogans and symbols that identify a business or brand and distinguishes it from others. Trademarks include brand names such as "Coca-Cola" and symbols such as Nike's famous "swoosh."

### What are the benefits of registering a trademark?

Federal registration provides several advantages, including giving you a legal presumption of ownership and exclusive rights to use the mark nationwide in connection with your goods or services. It also gives you the right to bring a federal suit against anyone who may be infringing on your mark, and allows you to use the coveted ® symbol.

### What can you trademark?

A name, such as your company's name or a line of products. A logo or other symbol or design used to create brand recognition. A slogan or other phrase used in connection with your brand.

### What can't you trademark?

A creative work such as a book, film, song, or theatrical performance is generally protected by a copyright. An invention, mechanical device, business method, or process is generally protected by a utility patent. An idea itself can't be protected, though it may be eligible for a copyright or patent once it's manifest in tangible form.

## BSF Designs Basic Package

**\$250.00 + Federal filing fee**

*(Federal filing fee can range anywhere from 225.00 – 400.00, depending on what you are filing)*

### **-Filing**

We file your trademark application with the U.S. Patent and Trademark Office (USPTO)

### **-Basic trademark search**

We perform a basic federal direct-hit search of the federal trademark database for direct conflicts with your trademark

### **-Discount on comprehensive trademark search**

If you need a more thorough search for similar, competing marks.

### **-Peace of Mind Review**

Digitalization, color adjustment and compilation of your trademark specimens and designs

### **-Email delivery of your trademark application**

*P.S. It can take six months or longer for a federal trademark application to be processed by the USPTO. Preparing a strong trademark application can lessen the chance of encountering setbacks and can make the registration process much smoother.*