



TOPOREK LAW

PROTECTING SMALL
BUSINESS BRANDS



TRADEMARK GUIDE

www.toporeklaw.com

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WELCOME

About

Alex is a trademark attorney and owner of Toporek Law based in Charleston, SC. Alex represents small business owners across the country that want to secure the exclusive rights to their brand and position their business for growth and success.

Goals

Toporek Law aims to provide an accessible and efficient trademark registration experience for small business owners, entrepreneurs, founders, and creators.

Toporek Law is always integrating the latest technology in an effort to streamline the registration process for our clients. The goal of every project is to obtain the strongest trademark protection available for your brand.



WHAT IS A TRADEMARK

Trademarks are a valuable intellectual property asset that refer to brand identifiers. Brand names, logos, and slogans are the most common examples of trademarks. Trademarks are unique and should enable consumers to identify the source of the goods or services that the trademark is attached to.



Word Marks

- Brand names
- Slogans
- Broad Protection
- Standard Character Application

Design Marks

- Logos
- Design Element Included
- Special Character Application

TRADEMARK NAMING GUIDE

Trademarks must be unique in order to be registered. This page reviews the categories of terms that can receive protection and what to avoid. A comprehensive clearance search is advised to identify any possible conflicts.

Coined Terms

- Strongest Protection
- Made Up Terms
- Inherently Unique

Arbitrary Terms

- Strong Protection
- Unrelated to Good or Service

Suggestive Terms

- Strong Protection
- Suggestive of an Attribute of Good or Service

Descriptive Terms

- Directly Describes Good or Service
- Must have Secondary Meaning for Protection

■ Avoid Names and Surnames

■ Avoid Proper Places

■ Avoid Generic Terms

TRADEMARK REGISTRATION BENEFITS



Exclusive Rights

Federal trademark registration with the USPTO gives the owner the exclusive rights to use that trademark and the strongest legal recourse to stop infringers.



Customer Goodwill

Trademark registration instills confidence in your consumers about the values of your company and the quality of the goods or services marketed under your brand.



Brand Equity

Federal trademark registration is the foundation of developing sustainable brand equity, adding value to your business and opening the door to additional revenue streams from licensing and franchising.

TRADEMARK REGISTRATION PROCESS

Filing a trademark application with the USPTO initiates a technical legal proceeding. This chart highlights the main steps in the trademark registration process.





REGISTRATION CHECKLIST

- ☐ Select a Unique Trademark
- ☐ Perform a Comprehensive Clearance Search
- ☐ Evaluate Clearance Search & Prepare Filing
- ☐ File Application
- ☐ Respond to USPTO Office Actions
- ☐ Calendar Renewal Filing Dates
- ☐ Maintain and Enforce



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Ready to Get Started?

Toporek Law is designed to provide an accessible and efficient trademark registration experience for the modern small business.

Contact Alex to learn more about our comprehensive flat fees and to get started on registering your trademarks.

[Schedule a Free Discovery Call](#)

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