



# Trademark: Legal Care for Your Business & Product Name

By Stephen Elias, Richard Stim

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**Trademark: Legal Care for Your Business & Product Name** By Stephen Elias, Richard Stim

Protect your trademark, protect your business.

Trademarks -- the names and symbols that identify your business, brand, and products in the marketplace -- are important assets that you need to choose carefully and vigilantly defend. Using the information in this all-in-one reference, you'll learn how to protect:

- business names
- product names
- product packaging
- logos
- slogans
- domain names
- anything that identifies your company, product, or service

*Trademark* provides you with the plain-English explanations and step-by-step instructions you need to navigate the requirements of the U.S. Patent & Trademark Office (USPTO) and successfully register your unique mark. Learn how to:

- choose marks that competitors can't copy
- search for existing marks that might conflict with yours
- register a name or other mark with the USPTO
- protect and maintain your marks' legal strength
- keep your mark safe from infringement
- understand and resolve trademark disputes outside the courtroom

This edition of *Trademark* provides the most current information on trademark statutes and case law, and the latest registration processes, including online registration. Plus, you'll get a fully up-to-date glossary of trademark terms and FAQs from Dear Rich, co-author Richard Stim's popular intellectual property blog.

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#### Review

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""Searching for a winning business or product name? Or have a distinctive logo or slogan to protect with a trademark or service mark? You will find sound advice in this book."" *San Francisco Examiner*

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""Get tips to help you choose and protect a name, logo and other unique items that identify your company.""  
*Houston Chronicle* [There is] no other text on the market to compare. *Legal Publishing Preview*

#### About the Author

Until his death in late 2011, Stephen R. Elias was a practicing attorney, active Nolo author, and president of the National Bankruptcy Law Project. He was an important part of Nolo for more than 30 years, and was the author or coauthor of many Nolo books, including *Bankruptcy for Small Business Owners*. Other titles include "Special Needs Trusts: Protect Your Child's Financial Future, How to File for Chapter 7 Bankruptcy, Chapter 13 Bankruptcy," and "Legal Research: How to Find and Understand the Law." Steve held a law degree from Hastings College of Law and practiced law in California, New York, and Vermont before joining Nolo in 1980. He was featured in such major media as *The New York Times*, *The Wall Street Journal*, *Newsweek*, *Good Morning America*, *20/20*, *Money Magazine*, and more. The blog he began on bankruptcy and foreclosure law continues at Nolo's *Bankruptcy & Foreclosure Blog*.

Richard Stim specializes in small business, copyright, patents, and trademark issues at Nolo. He practices law in San Francisco and has represented photographers, software developers, craftspeople, publishers, musicians, and toy designers. He is the author of many books, including "Music Law: How to Run Your Band's Business Patent, Copyright & Trademark: An Intellectual Property Desk Reference, " and "Profit From Your Idea." Stim regularly answers readers' intellectual property questions at *Dear Rich: Nolo's Patent, Copyright & Trademark Blog*.

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