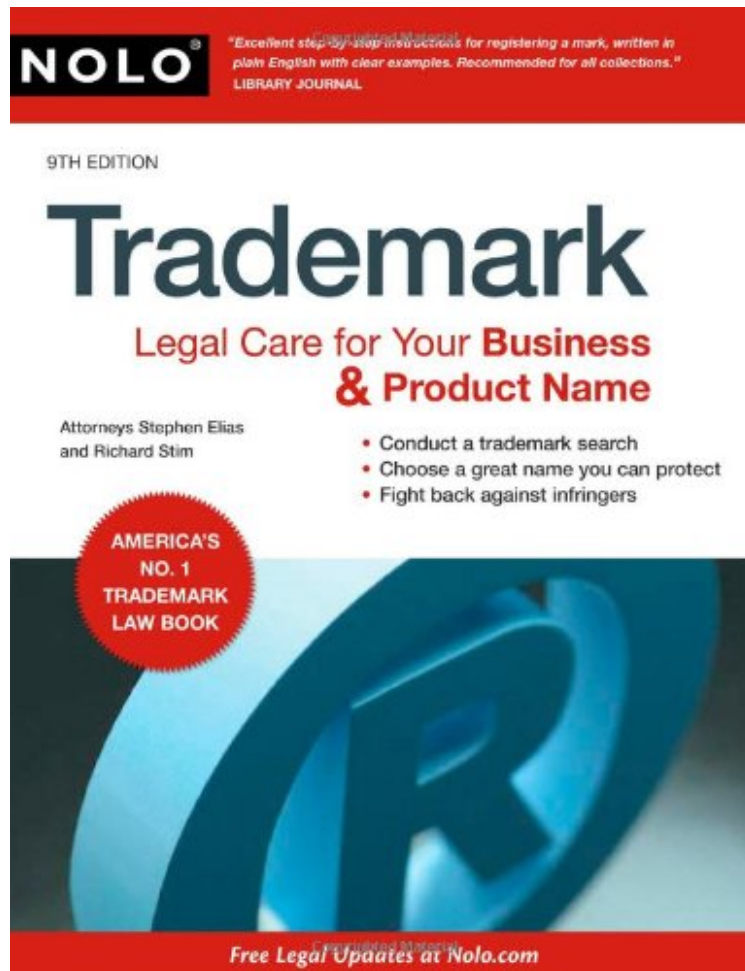


Trademark: Legal Care for Your Business Product Name

Stephen Elias Attorney, Richard Stim Attorney
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Stephen Elias Attorney, Richard Stim Attorney : Trademark: Legal Care for Your Business Product Name before purchasing it in order to gage whether or not it would be worth my time, and all praised Trademark: Legal Care for Your Business Product Name:

7 of 7 people found the following review helpful. It's all about first use.By M. R. ReynoldsThe book helped me learn several key things about marks [names]. (1) Be the very first one to use your mark. If you don't know that you are the first one then the book will help you get started with your research. If you aren't the first one to use your mark then someone else may have superior rights and sue the heck out of you. Federal or State registration is fairly important to protect your mark but is secondary in the big scheme of things because it's all about first use. (2) Fighting somebody who is using your mark that has a lot more money than you is probably a losing deal in the long run. (3) You don't need a lawyer to register your mark. (4) If your mark has the look of or sounds a lot like another person's mark you may be in big trouble.The book is more about how to find and keep a valid mark than about "legal care for your

business and product name." The book is very helpful about the Federal registration process, especially about the proper use of disclaimers. The book falls a little short in exactly how to register your mark internationally, before or after registering in the U.S. 0 of 0 people found the following review helpful. Nolo press writes the best Pro-per books available for the layman. By Maverick In general, Nolo press writes the best Pro-per books available for the layman. I've been using them for over thirty years, still do, and have a complete library of their publications. They've never let me down as to quality, completeness, and accuracy. 1 of 1 people found the following review helpful. The most common area for trademarks - business and product names. By Greeny This is the book that got me started in trademark search and use of the Trademark Electronic Search System (TESS). The skills I learned from this book have stayed with me and allowed me to help many people. Everything that I learned to do from this book can be learned by anybody even if they lack formal training and education in the subject.

Protect the marks that mean everything to 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, then vigilantly defend. You can protect: business names product names product packaging logos slogans v domain names anything that identifies your company, product or service! With Trademark , you get the most up-to-date information you need to defend your creations. Learn how to: choose marks that competitors can't copy search for other marks that might conflict with yours register a name or other mark protect and maintain your marks' legal strength understand and resolve disputes outside the courtroom Thoroughly updated, the 9th edition of Trademark provides the most current information on domain names, changes to trademark statutes and case law, and the latest registration processes.

.com Names, logos, and other unique corporate identifying marks are the true calling cards of any business, and the third edition of Trademark: Legal Care for Your Business Product Name, by attorneys Kate McGrath and Stephen Elias, explains in an easy-to-understand fashion how to choose these vital assets properly and then protect them diligently. Revised to reflect changes that have come about because of the advent of cyberspace, it offers clear instructions on initial selections, searches to ensure availability, state and federal registration procedures, correct use, and adjudication of any disputes that result. Excellent step-by-step instructions for registering a mark, written in plain English with clear examples. -- Library Journal Get tips to help you choose and protect a name, logo and other unique items that identify your company. -- Houston Chronicle Searching for a winning business or product name? Or have a distinctive logo or slogan to protect with a trademark? -- San Francisco Examiner About the Author Stephen R. Elias is an attorney and former associate publisher at Nolo, as well as current President of the National Bankruptcy Law Project. He is the author of many Nolo books, including recently The New Bankruptcy. Other titles include Special Needs Trusts and How to File for Chapter 7 Bankruptcy. He is also one of the original authors/designers of Nolo's bestselling WillMaker software. Steve holds a law degree from Hastings College of Law and was a practicing attorney in California, New York and Vermont before joining Nolo. He has been featured in such major media as The New York Times, The Wall Street Journal, Newsweek, Good Morning America, 20/20, Money magazine, and more. 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, crafts people, publishers, musicians, and toy designers. He is the author of many books, including Music Law, and Profit From Your Idea. Stim also produces audiobooks, and performs and records with two bands.