



## Activity – Trademark registration

**Aim:** Find out if your trademark already exists.

**Individual or with the class:** Individual or group/class

**Resources needed:** Internet connection

**Duration:** 30 min.

### Activity description:

An EU trademark can consist of any signs, in particular words (including personal names), or designs, letters, numerals, colours, the shape of goods, or of the packaging of goods or sounds. Check out some examples of trademarks via this link:

<https://euipo.europa.eu/ohimportal/en/trade-mark-definition#types>

Normally, the first potential trademark selected is the company brand name or trade name.

Here are some tips for selecting a company name:

1. Initially, choose a name that can be used as a trade name and a domain name and is available for protection as a registered trademark.
2. Avoid wording that is confusing similar to any existing trademark or brand.
3. Do not choose a name that is the name or surname of an individual.
4. Avoid wording that is clearly descriptive or deceptive of the wares or services being offered.
5. Do not choose wording that uses the name in any language of the wares or services.

In the European Union there are more than 11 million registered trademarks. If someone else has already registered your mark, it is not available. It costs nothing to search and the information you find is crucial.



### **Step 1**

Choose a company name for your international business (individual or in groups) and check if it is available through: <https://euipo.europa.eu/ohimportal/en/search-availability>.

This website of the European Union Intellectual Property Office explains where you have to search (eSearch plus and TMview database) and how you have to search.

Source: <https://euipo.europa.eu/ohimportal/en/trade-marks>

