You may wish to consider using a registered trademark agent to help you with your application.

Five reasons to register your trademark:

1. It provides proof of ownership
2. It gives you the exclusive right to use the trademark across Canada for 10 years
3. It discourages others from using your trademark without permission
4. It gives you more enforcement options
5. It protects the value of your trademark

You may wish to consider using a registered trademark agent to help you with your application.

DID YOU KNOW?

- The Nice Classification groups goods into 34 classes and services into 11 classes. Each class has a heading that provides a general indication of the fields in which a good or service belongs. There are also explanatory notes for the class headings that provide additional information on the types of goods or services that can be included within a specific class.

- A trademark can be your company name, your logo or the name of your goods or services.
- A trade name is the name of your business. A trade name can be registered under the Trade-marks Act only if it is also used as a trademark, meaning if it is used to identify goods or services.
- Registering your domain name or incorporating your business does not give you any trademark rights.
- Taking your goods and services abroad? The Madrid Protocol allows you to file for trademark protection in multiple countries through one application in one language.

Please visit CIPO’s website for a detailed fee schedule.

SECURING YOUR TRADEMARK

Fees start at $330 for the first Nice class of goods or services

The trademark protects your brand across Canada

Protection is valid for 10 years and is renewable

Filing fee (online): $330 for the first Nice class of goods or services, plus $100 for each additional class

Renewal fee (online): $400 for the first Nice class of goods or services, plus $125 for each additional class

Enforcing your Rights

Monitor the marketplace for any unauthorized use or imitation of your trademark. Enforcement is the responsibility of the trademark owner.

For more information on trademarks, please go to Canada.ca/trademarks or contact our Client Service Centre at 1-866-997-1936.