



TRADEMARKS

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A **trademark** is a combination of letters, words, symbols and/or designs that distinguishes your goods and services from those of others in the marketplace.

It is important because over time, a trademark comes to stand not only for the actual goods or services you sell, but also for your reputation and your brand.

Your **brand** tells your customers what they can expect from your goods or services; it sets you apart from your competitors.

Your **brand** represents:

- 1 What your business stands for
- 2 What you want your business to be
- 3 How your business is perceived in the marketplace



Starts at \$250 to apply



Protects your brand across Canada



Registration is valid for 15 years and is renewable

CIPO basic fees

Filing fee (online)	\$250
Registration fee	\$200
Renewal fee (online)	\$350

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

DID YOU KNOW?

- 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.

WHAT IS YOUR BRAND?

Evaluating brand image and identifying your trademark is an important part of your business. Your trademarks, including good or service names, slogans, logos, taglines, and jingles or sounds produce a brand image that becomes your promise to your customers.

A distinctive brand can increase customer loyalty and give you an edge over your competition.



SECURING YOUR TRADEMARK

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 15 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.



SELLING AND LICENSING

Increase your revenue and market share by selling or licensing your trademark to industry partners interested in benefitting from your brand.



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.