

## Myth: No need to trademark

Are you thinking: I don't need a trademark. Your name is your brand, so why not do everything you can to protect it? Didn't your mother always say, better safe than sorry? If you truly want to protect what's yours, you'll take the necessary steps to make that happen by pursuing the trademark of your company's name.



Success Trek recently completed the trademark registration process. Trademarking the name and enforcing the trademark ensures that when customers see the name Success Trek, they will be receiving the high-quality business solutions associated with the name.

Making the company name a trademark gives Success Trek the statutory right to the exclusive use of the mark in connection with the goods or services for which it is registered.

You can and should do the same to protect your services. According to the "frequently asked questions" page of the Website for the U.S. Patent and Trade Office, <http://www.uspto.gov/faq/trademarks.jsp>, a business doesn't have to register a trademark, but registration has additional advantages.

The benefits of a federal trademark are constructive notice nationwide of the trademark owner's claim; evidence of ownership of the trademark; and the ability to invoke jurisdiction of the federal court system.

Registration also can be used as a basis for obtaining registration in foreign countries, and may be filed with the U.S. Customs Service to prevent importation of infringing foreign goods.

According to the Website, for a trademark registration to remain valid, an Affidavit of Use ("Section 8 Affidavit") must be filed: (1) between the fifth and sixth year following registration, and (2) within the year before the end of every ten-year period after the date of registration. The registrant may file the affidavit within a grace period of six months after the end of the sixth or tenth year, with payment of an additional fee.

Basic information on trademarks, as well as electronic filing of trademark applications and other documents, can be found at <http://www.uspto.gov/main/trademarks.htm>. For more information, contact the Trademark Assistance Center at 1-800-786-9199 (or 571-272-9250).

**Do you need help with your next steps?**

The Success Trek team is ready to talk! Sit down with us and we will listen to your issues and challenges. For more information, contact Theresa Valade at [t.valade@success-trek.com](mailto:t.valade@success-trek.com) or 219-680-7720.

## **Information on Free HR Webinars**

Success Trek partner, Preventive HR, offers a free Webinar. The title for March is "A to Z Employment Laws: An Overview."

To receive notification of the date and registration, go to [www.hr Sentry.com](http://www.hr Sentry.com) and provide your email address. You will also be notified of future free webinars. These webinars are provided by HR Sentry which Preventive HR offers through an alliance.

Preventive HR is dedicated to providing its clients with tools and resources to help them efficiently and effectively manage their organizations. Preventive HR has teamed with HR Made Simple to create a free webinar series that will address various Human Resource topics.