

cymax group

TECHNOLOGIES

Brand Registration & Trademark



Overview

- [Trademark](#)
- [Trademark Requirement & Registration](#)

Trademark

The trademark must either be a text-based mark (word mark) or an image-based mark (design mark). Additionally, the trademark text must match the brand name that you provide in your Brand Registry application. If your trademark is an image-based mark with words, letters, or numbers, you must upload a copy of the image exactly as it appears in your trademark record.

A trademark is a combination of letters, words, sounds or designs that distinguishes one company's goods or services from those of others in the marketplace.

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

By registering your trademark, you protect it under the law from misuse by others, and you gain exclusive rights to use it throughout the Country for the term of Registration(a term that you can renew).

Reference: <https://sellercentral.amazon.com/help/hub/reference/G202130410>

What is a trademark number?

Trademark numbers are numbers assigned to pending and/or registered trademarks. Most countries have a government trademark office for patents, such as [United States Patents and Trademark Office\(USPTO\)](#) for the US, for example, or the [German Patent and Trade Mark Office](#) in Germany. Each office assigns a unique registration number to registered trademarks. Different offices have different practices, although the trademark number is typically between seven and eight digits long. Pending trademarks differ from registered ones and are assigned serial numbers instead of registration numbers.

Trademarks are used to protect patented property from IP infringement and by customers to inquire about trademark products. Consumers can freely research basic information regarding registered or pending trademarks within databases of Patent & Trademark offices that issued them. Before submitting a trademark application, individuals who wish to protect the intellectual rights of their product or service are usually advised to scan relevant databases to see if anyone else may have claimed that trademark.

What can you do with a trademark?

Every trademark can have multiple purposes, but it always boils down to the owner's intended use. For example, Trademarks can be used to:

- Reinforce brand recall
- Separate one's product from similar ones
- Copyright the trademark itself

Your Amazon brand name can be trademarked as well, which is shortly referred to as '[trade name](#)'.



Trademark Registration Requirement

Trademark Requirement

As one of the main requirements for enrollment to the Brand Registry program, all brands need a trademark, whether active or pending. Aside from Amazon programs, brands conducting business on online marketplaces would be wise to protect their products with trademarks, as it significantly increases their chances of winning against copycats and IP hijackers in court.

A brand without trademarked products can potentially disrupt the stability of the Amazon market. Without trademarked products, anyone could claim that they own any particular product, use whichever text or image to describe it, and charge whichever sum they see fit. On the other hand, scam vendors often feel intimidated to attempt to steal intellectual property (product text descriptions or images) protected by a trademark.

Furthermore, trademarked products typically instill more confidence in buyers, who can find all relevant information about the person or company they are buying products from. Another important element of the trademark lies in the accountability of its owner. All trademarked products, the Amazon brand name, and the owner's name can be cross verified as genuine with the trademark office.

Trademark Registration

1. The exact mark that will be filed. Is it a word or logo/stylized mark? We CAN NOT CHANGE after filed. If logo/stylized, we need a black and white jpeg of the mark. If you want to claim color, you must provide the mark in color. Otherwise, all logos/stylized marks will be filed in black and white.
2. The exact goods and/or services that will be used in connection with the mark. We CAN NOT broaden after filed.
3. Is the application an intent to use or a use? If use, we need the date of first use (day, month, year or month, year if don't have date) in commerce and a current specimen showing the exact mark.
4. The name of the Applicant. Full legal name, state where formed, and physical address. We also must provide an email address.
5. Who is signing?

The name and title. Applications are signed electronically.

Thank you!



Alka Nahare
Marketplace Coordinator

cymax group
TECHNOLOGIES