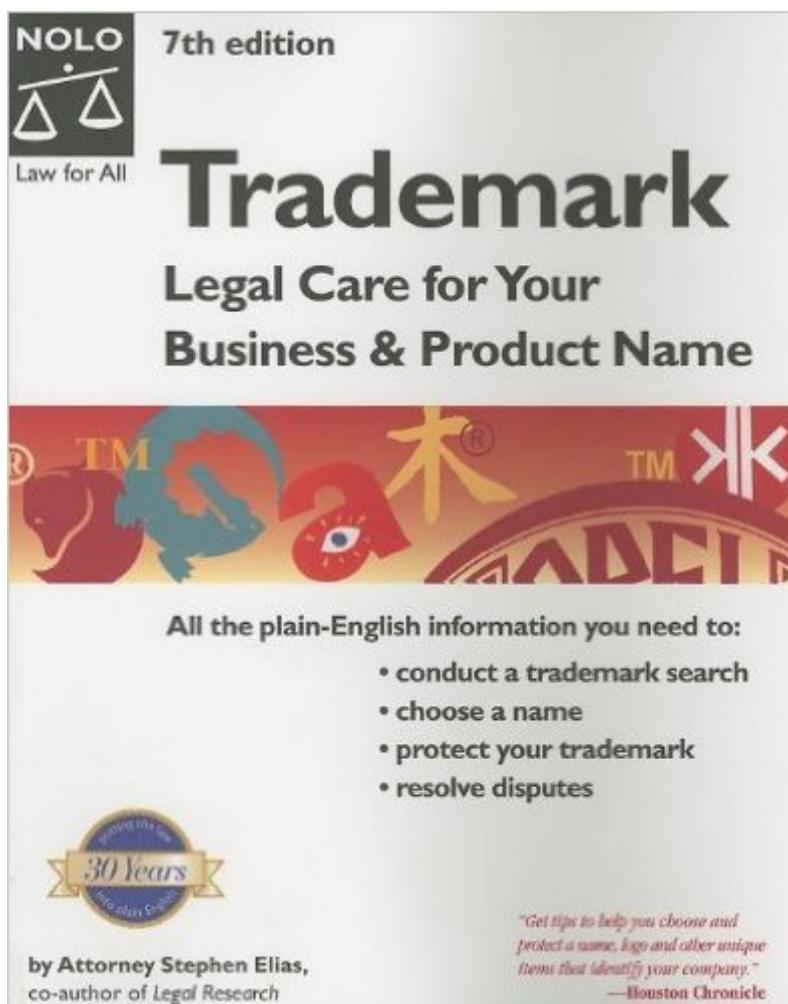


The book was found

# Trademark: Legal Care For Your Business & Product Name



## Synopsis

Essential for all small business owners, this book shows how to choose, use and protect the names and symbols that identify their services or products. This newly revised third edition contains all necessary forms and instructions for registering a federal trademark or servicemark with the U.S. Patent & Trademark Office. --This text refers to an alternate Paperback edition.

## Book Information

Series: Trademark: Legal Care for Your Business & Product Name

Paperback: 336 pages

Publisher: NOLO; 7 edition (September 2005)

Language: English

ISBN-10: 1413303587

ISBN-13: 978-1413303582

Product Dimensions: 9 x 7 x 0.8 inches

Shipping Weight: 1.2 pounds

Average Customer Review: 4.7 out of 5 starsÂ  See all reviewsÂ (36 customer reviews)

Best Sellers Rank: #1,978,903 in Books (See Top 100 in Books) #63 inÂ Books > Law >

Intellectual Property > Patent, Trademark & Copyright > Trademark #1110 inÂ Books > Law >

Legal Self-Help #1863 inÂ Books > Law > Rules & Procedures > Civil Procedure

## Customer Reviews

If I'd read this book before starting my business several years ago, I would have saved thousands of dollars invested in a company name (letterheads, business cards, brochures, advertising, etc.) I discovered was really not mine to use. For those who are serious about building a business in today's global, electronic marketplace, it's absolutely essential the name of your business be strong, well-protected and NOT THE LEGAL PROPERTY OF SOMEONE ELSE. This book will give you the basic knowledge to get off on the right foot. And it will save you huge legal fees today and in the future.

This book is an excellent introduction to the concepts of trademarks. It's in its seventh edition, so it's been around long enough to get errors worked out and up to date enough to reflect the latest legal changes. This book is a good introduction to trademark law. It seems to fit into two categories. If you're working for a big company (or a company that wants to grow big) use this for its information value and then go get professional trademark help from a specialist attorney. If you're a little

company like me, this is probably all that you need. For a dozen years I've owned the domain name [...]. I got a nasty letter from the attorney for Doubleday Book Clubs saying that I was infringing on their domain name of [...] and that they wanted me to stop. I wrote back to them and said that I wasn't infringing because I didn't run a book club, my pages didn't look at all like theirs, etc. I never heard from them again. Mr. Elias, if you happen to read this, in your next edition, I'd like to see you expand Chapter 2 on domain names. They haven't replaced trademarks, but are becoming more and more important.

To my knowledge, the best, simple, handy reference for Trademark available. It's very useful in planning and getting an overview. I give the book a 4 because anyone who can take the complexities and vagaries of legalese and make a useful book deserves it. I can not give them a 5 because they did not (and to be fair perhaps could not) address more of the vagaries of conflicting use and claims of trademark - perhaps that is another book. Very good overall, you won't be dissatisfied especially if used in conjunction with further state and web research.

I needed a book that not only explained trademarks, the different types and rules and regulations, but also up-to-date step-by-step instructions on how to apply for one. This book was perfect - even has current screenshots from the US gov trademark website. I read the book in 2 evenings, followed the instructions, and currently have a pending trademark. Saved me over a thousand bucks in legal fees if I had a lawyer do it - and it's so simple, if you just have a little knowledge which this book provides. Well worth the very minor cost. Highly recommended.

The book helped me learn several key things about marks [names]. (1) Be the very first one to use your mark. If you don't know that you are the first one then the book will help you get started with your research. If you aren't the first one to use your mark then someone else may have superior rights and sue the heck out of you. Federal or State registration is fairly important to protect your mark but is secondary in the big scheme of things because it's all about first use. (2) Fighting somebody who is using your mark that has a lot more money than you is probably a losing deal in the long run. (3) You don't need a lawyer to register your mark. (4) If your mark has the look of or sounds a lot like another person's mark you may be in big trouble. The book is more about how to find and keep a valid mark than about "legal care for your business and product name." The book is very helpful about the Federal registration process, especially about the proper use of disclaimers. The book falls a little short in exactly how to register your mark internationally, before or after

registering in the U.S.

This is a great resource for marketing professionals, entrepreneurs, and non-trademark attorneys to understand the basics of trademark law. However, this book is no substitute for professional legal advice from an experienced trademark attorney when it comes to protection a property that is becoming scarce and more valuable as business migrates into the online world.

In general, Nolo press writes the best Pro-per books available for the layman. I've been using them for over thirty years, still do, and have a complete library of their publications. They've never let me down as to quality, completeness, and accuracy.

Nolo Press once again did not disappoint me. I was looking for basic information about the Trademark process and they provided a description in "plain-English" that walked me through the process, defined terms, even offered some advice on how to handle disputes. Good reference for us non-lawyers!

[Download to continue reading...](#)

Trademark: Legal Care for Your Business & Product Name Trademark License Agreements Line by Line: A Detailed Look at Trademark License Agreements and How to Change Them to Meet Your Needs eBay Selling Mastery 2016: Turn Your eBay Hobby To A Six Figure Business (Product Sourcing, Product Research, Retail Arbitrage, Wholesale, Liquidation, eBay Secrets, ebay listings) The Pocket Legal Companion to Trademark: A User-Friendly Handbook on Avoiding Lawsuits and Protecting Your Trademarks (Pocket Legal Companions) Trademark Counterfeiting, Product Piracy, and the Billion Dollar Threat to the U.S. Economy Starting Your Lawn Care Business: The complete guide to making money with your lawn care business startup (lawn care service,) How Reliable Is Your Product? (Second Edition): 50 Ways to Improve Product Reliability NEVER BE BANKRUPT - AVOID FILING BANKRUPTCY & START OVER WITH A NEW NAME, IDENTITY & CREDIT - LEGAL, FAST & EASY IN 50 STATES (Disappear, Privacy, New Name) (HOW TO BOOK & GUIDE TO AVOID DISASTER 4) NEW NAME - A FRESH START IN LIFE WITH A NEW IDENTITY - VALID IN 50 STATES - EASY, LEGAL, CHEAP & NO ATTORNEY - 2016 EDITION (Name Change, Disappear, Privacy) ... (HOW TO BOOK AND GUIDE TO AVOID DISASTER 3) Trademarking Your Business Trademark Secrets - 21 Tips to Keeping Your Brand Safe! Social BOOM!: How to Master Business Social Media to Brand Yourself, Sell Yourself, Sell Your Product, Dominate Your Industry Market, Save Your Butt, ... and Grind Your Competition into the Dirt Engineering Methods for

Robust Product Design: Using Taguchi Methods in Technology and Product Development Product Design: Techniques in Reverse Engineering and New Product Development Star Wars Miniatures Ultimate Missions: Clone Strike: A Star Wars Miniatures Game Product (Star Wars Miniatures Product) Cats: Cat Care: Kitten Care: How To Take Care Of And Train Your Cat Or Kitten (Complete Guide To Cat Care & Kitten Care With Pro Training Grooming & Nutrition Tips) Home Based Business Escape Plan: How To Make \$10,000 Per Month With Your Own Part-Time, Online Lifestyle Business: Home Based Business Ideas (Home Based Business Opportunities) BUSINESS:Business Marketing, Innovative Process How To Startup, Grow And Build Your New Business As Beginner, Step By Step Online Guide How To Effective ... Grow And Build Business As Beginner) Take Care of Your Music Business, Second Edition: Taking the Legal and Business Aspects You Need to Know to 3.0 Orchids Care Bundle 3 in 1, THE NEW EDITION: Orchids + Orchids Care For Hobbyists + Phalaenopsis Orchids Care (Orchids Care, House Plants Care, Gardening Techniques Book 4) Business Law and the Legal Environment, Standard Edition (Business Law and the Legal Envirment)

[Dmca](#)