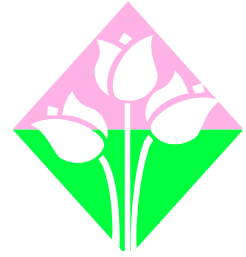




Happy Spring!

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“Tip of the Month”

Is a Picture Worth a Thousand Words?

For purposes of Trademark or brand identity, which is more valuable, a logo or a business name? The following three photos may illustrate the point.



After all, a trademark is about protecting your brand identity. Do you know the companies who produced these products? Businesses today are not just community stores but are world-wide enterprises. Where a Trademark outlasts patent and copyright protection, it can be very important to protect not just your brand name, but a visual representation of your company.

If you have questions about the benefits of trademark registration for your company’s logo, give our office a call at (603) 668-1971 or contact us by email at mailbox@biz-patlaw.com. We’re happy to help!

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