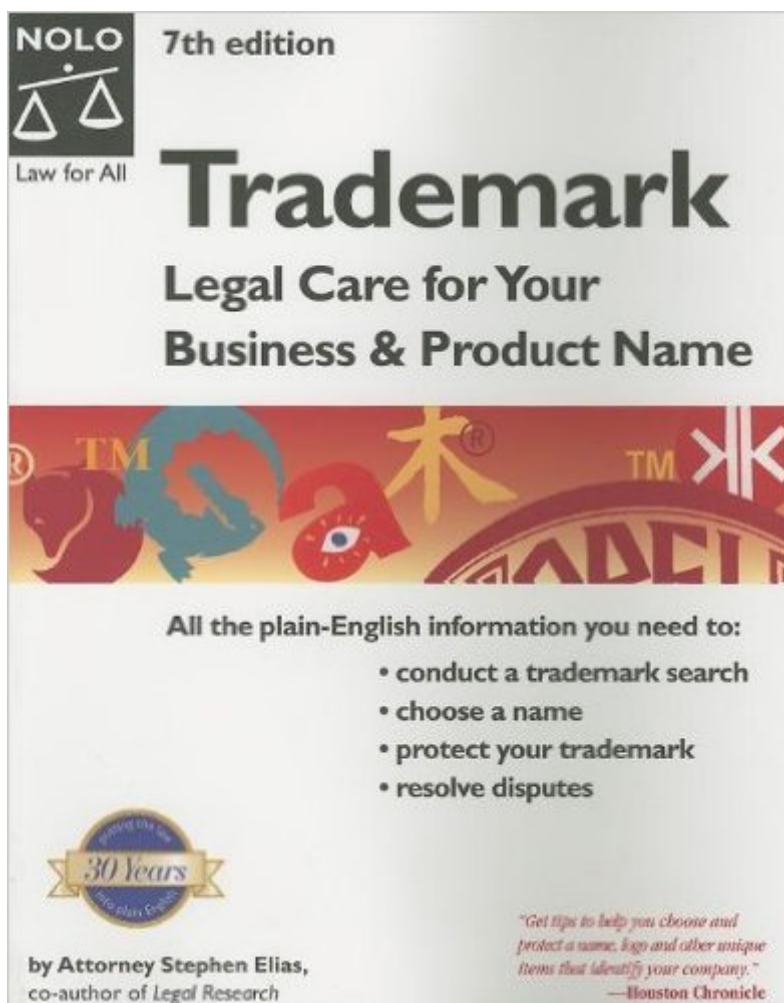


The book was found

# 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

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Average Customer Review: 4.7 out of 5 stars [See all reviews](#) (36 customer reviews)

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## 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!

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