

Advantages of registering a trademark

The registration of a trademark provides legal protection to the right holder, ensuring the exclusive right to use it to identify goods or services for a period of 10 years renewable indefinitely. The right holder of a trademark may authorize its use by granting license agreements to third parties. By registering a trademark, it will be possible to file the following actions to prevent marketplace confusion: - Criminal proceedings when there is a malicious use of the trademark in order to obtain seizure of counterfeit goods. - Civil actions for compensation of damages for unauthorized use of the trademark. Trademarks are used to uniquely identify a company and its products and services to its customers, to distinguish the company and its products or services from those of its competitors, and as an important tool in the branding of a company, encouraging international trade.