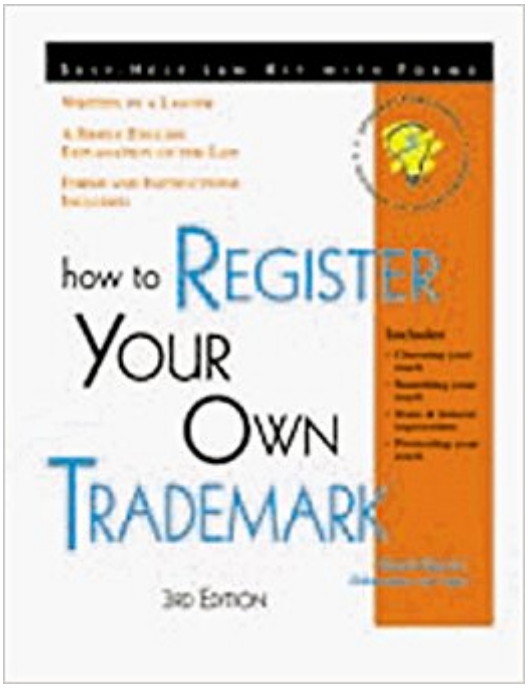
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How To Register Your Own Trademark: With Forms



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Synopsis

Book by Warda, Mark, Rogers, James L., Idra, Ron

Book Information

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Customer Reviews

Warda is an attorney who writes and publishes self-help law books and teaches seminars on real estate law. This "how-to" book for the nonspecialist has a healthier ratio of text to appendixes (80 pages are text) than Warda's How To Register a United States Trademark (Sphinx Pub., 2d ed.) previous editions and has been reorganized and expanded. Hopefully, a final proofreading will clean up problems noted in the review copy: a small but important part included under filing an intent to use application should have appeared in the chapter on filing a mark already in use, several sample forms had entries in the wrong boxes, etc. Warda's book contains current forms and addresses as well as useful charts and checklists. However, if you have to choose between this volume and Kate McGrath's Trademark: How To Name a Business and Product (LJ 9/15/92), go with the more comprehensive McGrath. Appropriate for general library collections.Johanna Johnson, Dallas P.L.Copyright 1994 Reed Business Information, Inc. --This text refers to an out of print or unavailable edition of this title.

This covers all the bases, so hiring an attorney is not really required to achieve a registration of your new Trademark -- so long as you do full research at USPTO web site. Don't just Google the business name you want to register; you must research sound-alike spellings plus somewhat similar competing names. Best advice is to add graphic elements to your name, which will make your name

unique. This will allow it to be approved as a new Registered Trademark by the US Patent & Trademark Office.

Very very helpful for our needs, thanks.

This book is helpful for people who want to understand different aspects of trademark law. Of course, this book has been written 15 years ago and many things have been changed, but general principles remained the same and this book explain them very well.

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