

ADVANTAGES OF TM REGISTRATION:

- Protects your goodwill, which you have earned by being in business for a long period of time.
- Protects your Name / Brand Name from being used in a same or similar fashion, by any other business firm and thus discourages others from cashing on your Name for their wrong benefit.
- Prevents other firms from trying to register or use the Name which you have already registered /or have applied for Registration. It also protects any unique names.
- Gives an impression to your customers that the company is selling some standard Products / Services.