

## **WHAT IS TRADE MARK: -**

- ✓ There are plenty of goods and services available in the market and it increases the confusion of the consumer. There are also many duplicate products available which are continuously decreasing the brand image of the established product.
- ✓ To overcome this situation whenever any product enters into the market it always contains some identification mark.
- ✓ This identification mark is also known as trademark.
- ✓ Trademark protection is very important from the point of view of owner and consumer.
- ✓ Trademark protection provides relief and security against any unlawful act. It helps proprietor to protect his product and services.
- ✓ All the benefits of trademark protection can be enjoyed after the registration of trademark.
- ✓ Trade registration in India is generally for the duration of 10 years.
- ✓ It can be renewed further for 10 yrs but only after the payment of the prescribed fee.
- ✓ Trademark registration in India protects the goodwill of the product and the same time also helps a lot for obtaining registration in foreign countries.