

## Checklist for trademark registration

A registered trademark is important in order to obtain legal protection and exclusive rights of use for your own brand. It makes it possible to take action against unauthorized use or imitation and thus protect the company from competitive disadvantages.

Brands can represent a significant intangible value. A registered trademark can increase the company's value and is often a decisive factor in investments or sales. In addition, a registered trademark strengthens customer trust and facilitates marketing measures.

In addition, a national trademark registration forms the basis for international trademark protection, which is particularly important for globally operating companies.

### Preliminary considerations

- ▶ Which brand name/logo (figurative mark) do you want to protect?
- ▶ For correct representation in the register, your figurative mark should have the following format: 2835 x 2010 pixels
- ▶ Which products/services do you want to offer under your brand?
- ▶ There are [45 classes of goods and services \(Nice classes\)](#). Which of these classes do your goods and/or services fall into?
- ▶ There are national brands, Union brands (EU brands) and international registrations (IR). Which countries are relevant for you (geographical scope of protection)?
- ▶ Is your brand distinctive and does it meet all the requirements for registration?
- ▶ Is the [domain](#) for your brand still available?

### Trademark search

- ▶ Conduct identity and similarity research
- ▶ Assess possible conflicts with existing trademark rights
- ▶ If necessary, search for other older trademarks

## Preparation of registration documents

- ▶ Complete the application form online
- ▶ Grant a power of attorney if a representative files the application
- ▶ Specify priorities if foreign priority is claimed

## Fees and payment terms

- ▶ Determination of the application fees
- ▶ Payment on time: Fees must be paid within three months (DPMA) or one month (EUIPO) of the application being submitted

## To the point

Determine the trademark you want to protect, check its registrability, assign your products/services to the appropriate Nice classes, conduct a trademark search, prepare the application documents and pay the fees within the deadlines. Our experienced team of lawyers for intellectual property rights will support you in this process and save you unnecessary extra work.

### Note:

*Please be aware that the above information serves as general guidance and does not replace legal advice. Specific requirements may vary depending on the individual case. Professional legal assistance is recommended.*



**Karin Simon**  
**Susanne Graeser**

Lawyers

Certified IP Lawyer

Uhlandstr. 2  
80336 Munich  
Germany

Phone +49 89 90 42 27 51-0

Fax +49 89 90 42 27 51-9

Contact us