



INTELLECTUAL
PROPERTY INDIA

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Office of Controller General of
Patents, Designs, Trademarks
and Geographical Indications
presents

**KIPS- Kids Intellectual
Property Series**

TRADEMARKS

Ankita, Akshay, have you
thought about a special name for
our shop?

Special
name
Papa?

Why what is wrong
with
"ABHUSHAN",
Papa



AABHUSHAN



Mr Sidhant told me just
as designs can be
protected, so can names
be

He was in
a hurry
yesterday
. But he
will come
today.

**DING
DONG**

Come in Mr. Sidhant. What
were you telling me about
my shop's name?

A TRADEMARK helps to establish
a brand or image of a company. Have
you thought why you always buy A
and not B????

That is
because you
trust its name
and the
quality it
gives you.

TRADEMARKS

It is a visual symbol, a
word, signature, name,
device, label, numerals or
combination of colours
used on goods or services
or other articles of
commerce to distinguish it
from other similar goods or
services originating from a
different undertaking.



You can protect the name of your shop by a
trademark. If you sell a certain quality of jewellery,
the customers will automatically link the name of
your shop to the jewellery.

I see that the name of your
shop is Aabhushan. I would
advise you to change it
because anyone selling
ornaments can keep the
name AAbhushan. Nothing
is different in the name.



To claim monopoly over
anything as **your
trademark** you should
remember that it **should
not be descriptive of the
product or service** in
respect of which you want
to use that trademark; and
**no one else is using the
same or similar thing** as
his trademark.

Can you suggest any name
for Mr Johri's shop???

I suggest

**JANAK
GEMS**

(J – Johri,
AN – Ankita ,
AK – Akshay)



**You can apply for a
trademark in India at**

www.ipindia.nic.in