

[PDF] Trademark: Legal Care For Your Business & Product Name

Stephen Elias - pdf download free book



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Description:

Names, logos, and other unique corporate identifying marks are the true calling cards of any business, and the third edition of *Trademark: Legal Care for Your Business & Product Name*, by attorneys Kate McGrath and Stephen Elias, explains in an easy-to-understand fashion how to choose these vital assets properly and then protect them diligently. Revised to reflect changes that have come about because of the advent of cyberspace, it offers clear instructions on initial selections, searches to ensure availability, state and federal registration procedures, correct use, and

adjudication of any disputes that result. --This text refers to an alternate edition.

Review Excellent step-by-step instructions for registering a mark, written in plain English with clear examples. -- *Library Journal*

Get tips to help you choose and protect a name, logo and other unique items that identify your company. -- *Houston Chronicle*

Searching for a winning business or product name? Or have a distinctive logo or slogan to protect with a trademark? -- *San Francisco Examiner*

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