
Trademarks: The Face of Your Business

Trademarks might be one of the best-known Intellectual Property Rights (IPR). From a consumer perspective, consciously or unconsciously, we are all drawn by our favourite brands and the values associated with it. From a business perspective, your trademark is the face of your business.

A trademark allows customers to distinguish your products or services from those of your competitors, giving your SME the possibility to improve the marketing of its goods/services. Trademarks are also seen as a guarantee of consistent quality. Indeed, if customers had a great experience with your service or enjoyed the quality of the products they purchased, they will be loyal to you and continue to purchase based on the quality expectations.

As you can see, even in the absence of other IPRs, a solid trademark strategy can help business owners shape a distinctive and strong company image on the market. Therefore, you should take great care in choosing and designing an appropriate trademark, protecting it, use it diligently in advertising, and monitoring the market for any potential infringement.

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