

PROTECTING YOUR IDENTITY

What's your most important asset? Ever thought what might happen if you lost your corporate identity?

Every business has an identity made up of the qualities for which customers remember it.

A successful brand also has a unique identity, made up of a set of brand values which are the qualities for which it is recognised.

These qualities and values are communicated through the names, logos, designs or other signs that connect a business with its customers. This can include shapes and sounds, like the Direct Line Insurance red telephone and advertising jingle. All of these are trade marks and can be part of your identity.

It's therefore vital to protect any trade mark that is essential to your business in order to safeguard your corporate identity.

Registration is the only effective method of protecting trade marks. It can be publicised by the symbol ® as a deterrent.

A registered trade mark makes it much easier and cheaper to object to anyone else, and action against piracy is faster and more powerful.

Trade mark registration can assist too in generating revenue through franchising or licensing or help the sale of a business.

If a company does not register its trade mark, there is a danger that registration by someone else could prevent it expanding or halt its marketing.

Adoption of a new name or logo should be cleared by a trade mark search to insure against the risk of having to alter literature and packaging.

The president of Coca-Cola once said that he wouldn't mind if all his factories burnt down because if he still had the trade mark it would be no problem to start again.

What would your business be worth without its identity?

