

4 REASONS 4 TRADEMARKS

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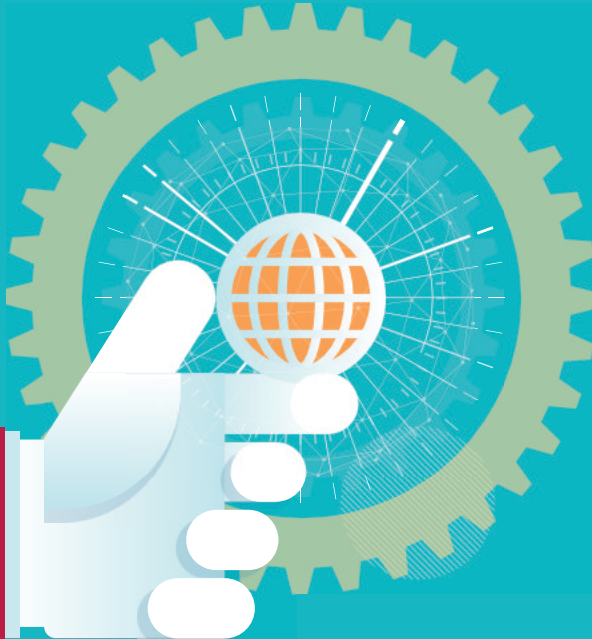


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4 REASONS 4 TRADEMARKS



1 - DIFFERENTIATION 2 - PROTECTION 3 - REPUTATION 4 - REVENUE



Trademarks are one of several intellectual property rights that help protect and enhance your brands.

They help consumers identify products and services with the entity from which they originate. Organisations rely on trademarks to distinguish themselves from their competitors, to create an association between their trademarks and product quality, and to build their reputation and consumer loyalty.

So, there are good reasons to consider how you develop a trademark protection strategy and safeguard your brand.



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1 – DIFFERENTIATION

Distinguish your products and services from those of competitors

Protect and enhance your brand in the marketplace through trademark registration(s)



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2 – PROTECTION

Protect your company's brand image by preventing competitors from commercialising products under similar or identical marks that could create confusion amongst consumers

Safeguard investment in your brand and protect your investment by registering your trademark

Ensure that competitors don't steal, damage, or unfairly profit from your brand

Equip yourself to address counterfeiting

Manage freedom to operate by making sure that somebody else does not file a similar trademark before you do



Tips:

- Register your trademark and domain name in parallel
- Take advantage of pro bono support, if available



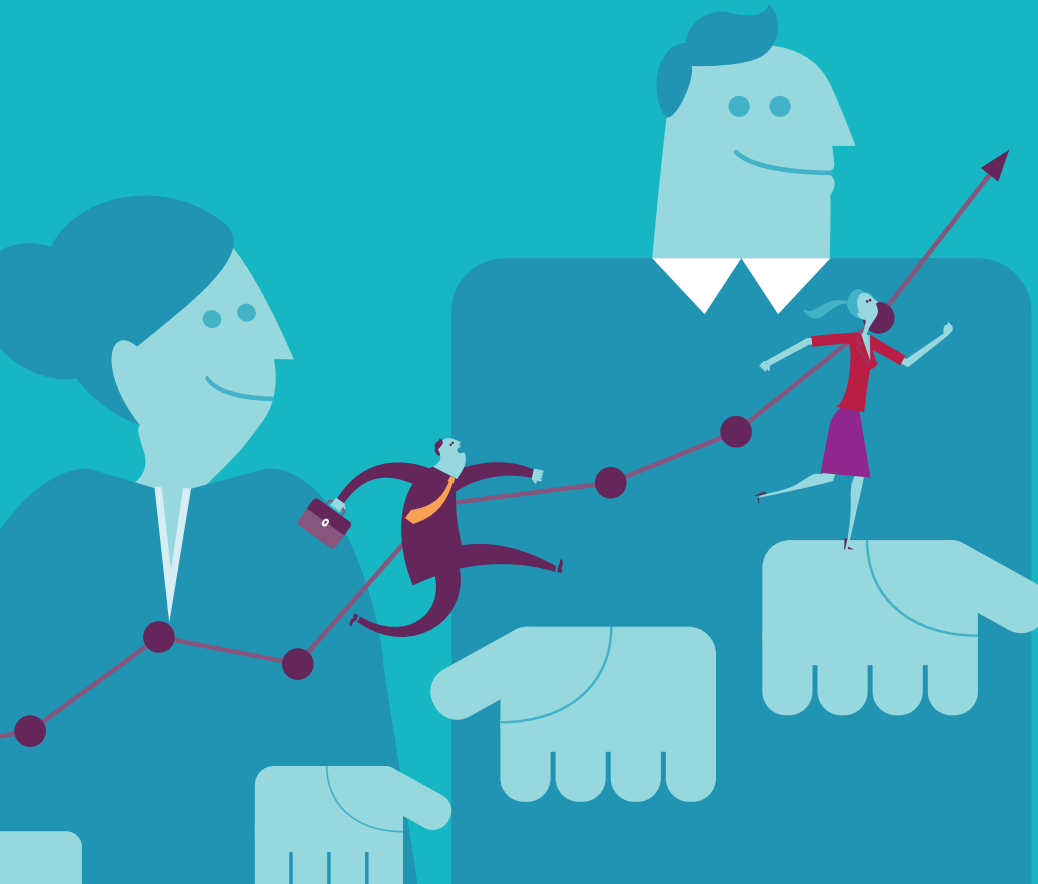
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3 – REPUTATION

Build the brand value of your products and your company in the market, by creating a sense of reliability

Solidify your company's reputation for product quality and innovation



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4 - REVENUE

Leverage trademarks as a basis for successful business partnerships and collaboration such as franchise agreements

Generate revenue by licensing your trademark/s to business partners

Increase your growth by capitalising a good trademark registration strategy

Attract investors based on a strong and reliable brand image



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About 4iP Council

4iP Council is a European research council dedicated to developing high quality academic insight and empirical evidence on topics related to intellectual property and innovation. Our research is multi-industry, cross sector and technology focused. We work with academia, policy makers and regulators to facilitate a deeper understanding of the invention process and of technology investment decision-making.

Thank you to the following organisations for the valuable insights, engagement and support given to this project.



ASTP
A World of
Knowledge
Transfer



EUIPO
EUROPEAN UNION
INTELLECTUAL PROPERTY OFFICE



European
IP Helpdesk

GRUR
German Association for the Protection
of Intellectual Property

inpi
FRENCH PATENT
& TRADEMARK
OFFICE

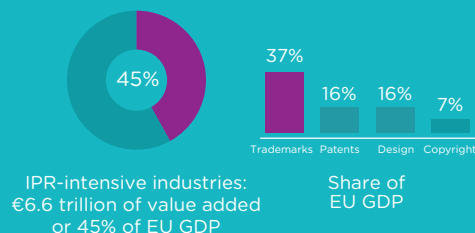


ipan
Intellectual Property Awareness Network

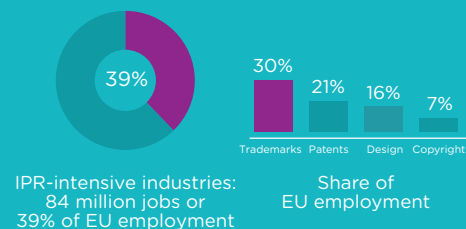
Trademark registrations are often indicative of future business success. According to a study by the EPO-EUIPO, industries that make intense use of trademarks:

- pay wages that are 48% higher than industries that do not use intellectual property rights
- account for 30% of all EU employment, for 37% to the EU GDP and support 46.7 million jobs

Contribution to EU GDP



Contribution to EU employment



Source: Intellectual property rights intensive industries and economic performance in the European Union. Industry-level analysis report. September 2019 (third edition). Joint study by the EPO and the European Union Intellectual Property Office (EUIPO).

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