

# 注册商标的4个理由

Interactive version available at [www.4ipcouncil.com/cn/4smes](http://www.4ipcouncil.com/cn/4smes)

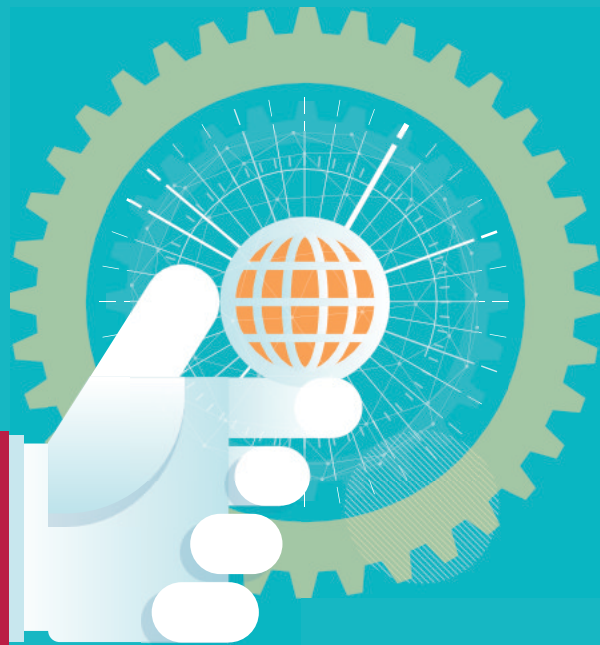


Rigorous empirical  
research on  
intellectual property

# 注册商标的4个理由



1 - 区别    2 - 保护    3 - 声誉    4 - 收益



商标是帮助保护和增强您的品牌的知识产权之一。

商标帮助消费者识别产品和服务的来源实体。组织机构依靠商标将自己与竞争对手区分开来，在其商标和产品质量之间建立联系，并建立其声誉和消费者忠诚度。

因此，有充分的理由去考虑如何制定商标保护战略和保护您的品牌。



Rigorous empirical  
research on  
intellectual property



## 1 - 区别

将您的产品和服务与竞争对手区别开来。

通过注册（多个）商标，在市场中保护和增强您的品牌。



Rigorous empirical  
research on  
intellectual property



## 2 - 保护

(左) 防止竞争对手用可能在消费者中造成混淆的类似或相同的标志将产品商业化，从而保护贵公司的品牌形象。

保障对品牌的投资，通过注册商标来保护您的投资。

确保竞争对手不会窃取、破坏或不公平地从您的品牌中获利。  
使您有能力应对假冒产品。

通过确保别人未在您之前申请类似的商标以管理自由实施。

同时注册您的商标和域名。



(右) 提示：

- 同时注册您的商标和域名。
- 在可能的情况下利用公益性的支持。



Rigorous empirical  
research on  
intellectual property



### 3 - 声誉

通过建立可信赖感，在市场上塑造您的产品和公司的品牌价值。

巩固您的公司在产品质量和创新方面的声誉。



Rigorous empirical  
research on  
intellectual property



## 4 - 收益

利用商标作为成功的商业伙伴关系和合作的基础，如在特许经营协议中。

通过向商业伙伴授权使用您的（多个）商标来创造收入。

通过运用良好的商标注册策略来促进您的发展。

以强大而值得信赖的品牌形象为基础吸引投资者。



Rigorous empirical  
research on  
intellectual property

# 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

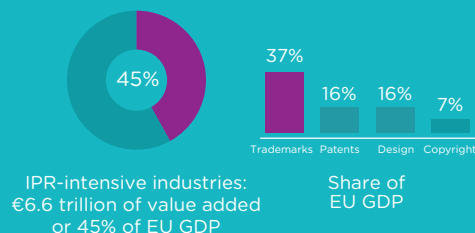


**ipan**  
Intellectual Property Awareness Network

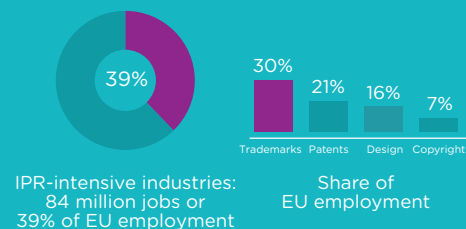
Trademark registrations are often indicative of future business success. According to a study by the EPO-EUIPO, industries that make intense use of trademarks:

- 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).

## 注册商标的4个理由



Rigorous empirical research on intellectual property