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Federal or State registration is fairly important to protect your mark but is secondary in the big scheme of things because it's all about first use. (2) Fighting somebody who is using your mark that has a lot more money than you is probably a losing deal in the long run. (3) You don't need a lawyer to register your mark.

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Trademark: Legal Care for Your Business & Product Name By Stephen Elias, Richard Stim Protect your trademark, protect your business. Trademarks -- the names and symbols that identify your business, brand, and products in the marketplace --

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Some things like choose marks that competitors can't copy, search for existing marks that might conflict with yours, register a name or other mark with the USPTO, protect and maintain your marks' legal strength, keep your mark safe from infringement, understand and resolve trademark disputes outside the courtroom .

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8. How to Use and Care for Your Trademark. Use of the Trademark Registration ® Symbol; Using the TM or SM Symbol for Unregistered Trademarks; File Your Section 8 and Section 15 Declarations; File Your Section 8 Declaration and Section 9 Application for Renewal; Use It or Risk Losing It; Maintain Tight Control of Your Mark

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How to do your own trademark search -- 6. How to evaluate the results of your trademark search -- 7. Federal trademark registration -- 8. How to use and care for your trademark -- 9. Evaluating trademark strength -- 10. Sorting out trademark disputes -- 11. If someone infringes your mark -- 12. If someone claims that you infringed their ...

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