

Top 5 Reasons to Register Your Trademark

- 1. Federal Legal Rights.** Federal registration serves as constructive notice to the rest of the country that you are the owner of the mark.
- 2. Liability to Registered Owner.** If you do not register and someone else owns the same or a substantially similar mark, that owner could sue you for infringement and recover significant money from you.
- 3. Exclusive Use.** Registering your mark gives you the exclusive right to use your mark within the relevant geographic area.
- 4. Presumption of Ownership.** You will be the presumed owner of your mark. Unauthorized users of your registered mark will be presumed willful infringers, thereby potentially entitling you to monetary damages.
- 5. Option to Expand.** You could lose the right to expand outside the original business area if you do not register.