



# Using a New Trademark

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**Q** Is there anything I should do before I start using a new trademark on product I'm selling?

**A** While you do not have to do anything prior to using a trademark, it is prudent to have a trademark availability search conducted first, to help assure your use will not infringe other parties' trademark rights. It is important to note that trademarks need not be identical to infringe, just confusingly similar in sight, sound or meaning. Indeed, confusion can be deemed likely even when the trademarks are used in connection with different goods or services. Given the potential disruption and expense of a trademark dispute to your business, consider consulting an experienced trademark attorney before adopting and starting to use a new trademark.

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