



Naming Your Product

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Q What should I consider when picking a name for my new product?

A In general, select a product name (trademark) that is available, protectable by a federal trademark registration, and connects well with the product.

A trademark is available if it is: (1) not in conflict with someone's prior mark or name; and (2) not prohibited by applicable law. A mark can't be too close to a prior mark for related products in sight, sound, or meaning.

Marks that present difficulties include people's names, geographic terms, and "too-descriptive" terms. Suggestive marks that hint something about the product are often good candidates because purchasers can more easily connect the mark with the product.

A federal registration for a mark can be a valuable asset for any company.