

INTELLECTUAL PROPERTY

Q We are going to sell a product on the market — should we register our trademark?

A First you should make sure the trademark is available for use. You can hire a firm to conduct a “knockout” search, but you can perform a similar check yourself using the Trademark Office website (<http://www.USPTO.gov>) and searching the Web. If it appears that no one else is using the same or a similar mark for the same or related goods, consider consulting with trademark counsel to decide whether to perform additional searches, or whether to file one or more trademark applications. A Federal trademark registration, in particular, can be a valuable acquisition, but the process can also present risks, which an experienced Trademark attorney can explain.



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