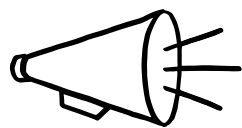


Start with a trademark, start strong – From trade name to trademark

Do you use your trade name...

...in advertising?



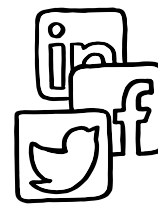
...for your product or service?



...as your homepage URL?



...on social media?



...in your logo?



If you have answered **yes** to one or more of these questions, **your trade name is also a trademark**. And a trademark needs to be registered; otherwise it is much harder to take action against anyone else using or copying it.

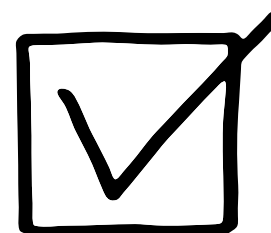


Choose a memorable, distinctive name

According to the law, good brand names meet the following criteria: they **do not use** generic or descriptive words, and they have a **distinctive character**.

An example

Orange is not a good trademark for a company marketing fruit juice, but it is a good trademark for a telecommunications company.



Doing a Google search for your name is not enough!

Check that your name is still free

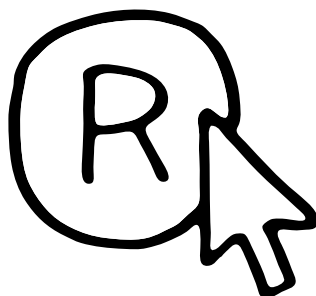
Trade Register (Chamber of Commerce)
Domain name registry (Foundation for Internet Domain Registration in the Netherlands – SIDN)
Trademarks Register (BOIP)

Then sign up with **all three** of these registers. This way, you have made sure all the bases are covered.

Decide

Check

Register



Register your name and/or logo as a trademark with the BOIP

Go to www.boip.int

The benefits of registering with BOIP

Your trademark right is valid throughout the **entire Benelux region**, it is easier to **take action against** unfair use, and Google can take measures against **infringement in advertising copy**.

About BOIP

The Benelux Office for Intellectual Property is the official body for the registration of trademarks, designs and drawings in the Benelux countries. In addition, BOIP offers the possibility of recording the existence of ideas, concepts, designs, prototypes etc. in the i-DEPOT.

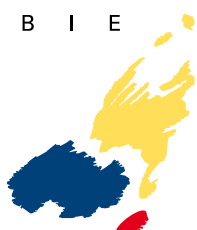
Intellectual property

A trademark forms part of your company's intellectual property. If you have a company, it is important that your intellectual property is sufficiently protected. If you neglect to do this, your competitors could copy your ideas, designs and trademarks.

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in Benelux Office for Intellectual Property (BOIP)

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Benelux Office for Intellectual Property