

A strong brand for starters



Do I actually have a trademark?

And do I really own the trademark?

As a new entrepreneur, I invest time, energy and money in my business. I build up a reputable name, and so create value. That value is inextricably linked to my trade name and logo, but is the trade name I use also a trademark?



Do I have a trademark? It's easy to check. Do you use your trade name:



to advertise

for your product or service

as a website name

on social media

as a logo

If you tick one or more of these boxes, your trade name is also a trademark!

Do I own the trademark?

Many entrepreneurs who are starting out register their trade name at the Chamber of Commerce. They also register their domain name. However, in the eyes of the law, that is not enough to make you the owner of your trademark or logo. You only become the legal owner when you register it officially. That's why it is smart to register your trade name or logo as a trademark.

Hit the ground running with your new trademark!



A registered trademark:



Inspires confidence in customers and partners



Protects your brand from unauthorised use



Adds value to your product or service

Did you know that...

on average **30,000 trademark applications** are filed every year for the Benelux

18% of a company's value lies in its trademark

you can apply for a trademark yourself at www.boip.int



hundreds of thousands of companies have taken this track before you

filing a trademark application is very affordable: less than 250 euro for 10 years

Get started right away...

Convinced? The Benelux Office for Intellectual Property (BOIP) is the official body for trademark registration in the Benelux.

You can file your trademark application directly, online at www.boip.int/trademarks. You can also contact us at www.boip.int/en/contact.

Your idea deserves IP - www.boip.int