

WHAT IS A TRADEMARK?

A trademark is something, like your company name or logo that an organisation uses to distinguish itself from other persons or organisations and their respective products or services.

Trademarks play a crucial role in building brand recognition and reputation. When people see the name or logo, they start to recognise the brand and know what to expect from that organisation - which helps to build trust with their audience.

Trademarks are legally protected to make sure that other people don't copy and/or abuse them. Trademarks are a vital tool for protection in the digital space.

What are the Benefits to a TM?

There are many benefits, but the most notable are:

1. Trademark registration grants you exclusive rights to use your mark in connection with your organisation. This means that you can prevent others from using your trademark on social media platforms without your permission.
2. With a registered trademark, it starts creating brand consistency across social media profiles, for your audience to recognise and identify with what you are.
3. If someone infringes on your trademark on social media by using your name or logo (that you registered as a trademark), or uses it in unauthorized activities and pretending to be you (such as fake campaigns or Facebook pages), you have a stronger legal basis to take action against them, such as sending cease and desist letters or pursuing other legal remedies.
4. Some social media platforms also have procedures for reporting trademark infringements. Having a registered trademark can then make it easier to work with these platforms to address issues of infringement or impersonation more effectively.