

# *Here's How Trademarks Work:*

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- **1.** If you have a distinctive name or graphic for your company or product, you can register it as a trademark.
  - **2.** You can register it for a particular territory and classification (type of goods and services).
  - **3.** First, you have to conduct a search to make sure nobody else is using that name or graphic for similar goods and services.
  - **4.** If that is clear, you can register the trademark.
  - **5.** Your trademark lasts for ten years. Before expiration, you can renew it.
  - **6.** You can exclude other companies from using your trademark. If they infringe your rights, you can make a legal claim. You should, therefore, have trademark registrations of others monitored.
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