



COMMON MISTAKES IN TRADEMARK MANAGEMENT

- **Choosing a Generic or Descriptive Name** – Trademarks like *Best Coffee* or *Fast Delivery* are too weak to protect. Opt for something distinctive.
- **Ignoring a Trademark Search** – Just because a name is available as a domain or business name doesn't mean it's free to trademark. Always check for existing marks.
- **Failing to Register** – Without registration, enforcing your trademark rights is difficult. Secure legal protection early.
- **Using a Trademark Incorrectly** – A trademark should be used as an adjective, not a noun or verb. (e.g., *Use a Xerox copier*, not *Make a Xerox*).
- **Not Monitoring for Infringement** – Registration alone isn't enough. Regularly check for unauthorized use and act quickly.
- **Expanding Without Protection** – If you enter new markets (geographic or product-based), ensure your trademark covers those areas.
- **Delaying Renewals** – Trademarks require periodic renewals. Missing deadlines can lead to losing your rights.
- **Overlooking International Protection** – If you plan to operate globally, consider international trademark filings early.