



# How Did Those Guys Steal Your Company Name? Or Logo?

Without a registered trademark, others can use your business' name to capture your customers

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After investing your time and money to brand the names or logos of your business, products, or services, why let someone else use them?



Merely filing a fictitious business name, corporation, or LLC does not prevent some other company from using the same names (or ones that are deceptively similar). The same holds true with the names of your key products or services. Further, no business name registration protects the graphic design of your company logo.

The only solid protection a business has against infringement is to federally register a trademark with the United States Patent and Trademark Office. Only a trademark registered with the USPTO allows the owner to use the ® symbol, which is the gold standard of trademark protection.

**OK, I want my name or logo to be protected, but how do I start?**

During a free consultation with our experienced small business attorneys, we will ask you the right questions about your products and services, conduct a complimentary trademark search, and advise as to the likelihood of registration.

**The Small Business Law Firm<sup>®</sup>, P.C.**

[www.SmallBusinessLaw.Org](http://www.SmallBusinessLaw.Org)

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This legal advertisement is for small business owners.

Our principal attorney, Scott Williams, invites you to call with questions.



