



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

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

---

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, and advise you of the best course of action that balances protecting your intellectual property with economic realities.

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

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

Toll Free **855-5-Biz-Law** (855-524-9529)

This legal advertisement is for small business owners.  
Our principal attorney, Scott Williams, invites you to call with questions.



# When The Small Business Law Firm® files my Trademark Application, what do I get?

- A **full-service law firm** with experienced business attorneys who answer your phone calls and provide solid legal advice every step of the way.
- **Preliminary search** of your proposed trademark with the United States Patent and Trademark Office (USPTO);
- **Trademark Application**, filed with the USPTO;
- **Unlimited correspondence** between our firm and you about and the application process;
- **Unlimited Correspondence** with USPTO Examining Attorneys (i.e., Office Action Letters, examiner amendments, etc.);
- **Detailed letter of instruction** (to assist future post-registration dates)



---

## Bottom line... What does it cost?

We are one of the few law firms in the country that will publicize our legal fees...because we simply know they are less than nearly all others. They are:

### Standard Legal Fee for

### Trademark Application:

**\$1,250** all-inclusive flat fee\*, plus costs\*\*

\* Per class of goods and/or services.

Additional classes submitted with your initial application are \$275 each.

\*\*Typical filing cost with USPTO is \$250 to \$350 per class. Additional legal fees and costs will be required later if your mark is not currently being used in commerce.

**Please call for a free, no-obligation consultation on any business legal matter.**

The Small Business Law Firm®, P.C.

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

Toll Free **855-5-Biz-Law** (855-524-9529)

This legal advertisement is for small business owners.

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

