

TOPIC:- TRADE MARK & BRANDING

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WHAT IS TRADE MARK

*** A trademark is a unique symbol or word(s) used to represent a business or its products. Once registered, that same symbol or series of word cannot be used by any other organization , forever , as long as it remains in use and proper paperwork and fees are paid.**



TRADEMARK

Different types of trademarks-



Name



Shape



i'm lovin' it™



Slogan



Word & logo



Logotype

What is the purpose of a Trademark:-

- *Allow the public to make informed decisions and to differentiate between competing product and companies.**
- *To protect the providers' investment in their reputation.**
- *Trademark law , by preventing others from copying a source identifying mark.**

WHAT IS BRANDING

- Branding is the process of meaning to specific organization , company, products or services by creating and shaping a brand in consumers ' minds.



Branding Name



Branding Logo



Branding Strategies



Branding Trust



Branding Marketing



Licensed Brand

Top five points for creating a successful brand :-

1. Knows its target demographic.
2. Is genuine and passionate.
3. Is unforgettable and unique.
4. Influences other.
5. Reaches its audience.
6. About author.



Branding Efforts Often Include the use of :-

- *Slogan .**
- *Brand mark.**
- *Logo.**
- *Trademark.**
- *Graphics.**

**Branding and
Trademark are keys to
success in business and
in the global market.**

THANK YOU