



## Guide for Innovative and Creative Minds

### Trade mark

Give your product a name!  
Will you create special lettering or a logo for it too?

Product names and logos can also be registered as trade marks. This gives you the exclusive right to use a certain sign for specific goods and services or to grant someone else the right to use it (i.e. licensing).

If you have someone else design your logo, you should clarify in writing who will own the final rights to it and how they will be managed. Be sure not to create a sign that is the same or similar to one registered as a trade mark by a competitor.

### Further information

- > Trade mark protection
- > Trade mark information for beginners

### CONTINUE

Everything legal?

