

FACTSHEET: Your Guide to Trade Marks from Stratagem



What is a trade mark?

A trade mark is a legally protected sign, such as a name, logo, slogan, colour, or even a sound, that sets your goods or services apart from others. It's your badge of origin, helping customers recognise and trust your brand in the marketplace. Once registered, a trade mark gives you exclusive rights to use it for specific products or services. This helps prevent copycats, build loyalty, and secure the commercial value of your brand as your business grows.

It's important to remember that **registering a company name at Companies House does not protect your brand**. It only prevents others from registering the same company name and using similar branding in the marketplace. A trade mark registration is the easiest way to secure exclusive rights over your name for your goods or services.

Why are trade marks important?

Your brand is one of your most valuable assets, and trade mark registrations are the best way to protect it. Without a registered trade mark, your business branding is vulnerable to imitation or misuse. Registering your mark gives you the legal power to stop others from using something confusingly similar. It helps maintain your brand's reputation, strengthens your market position, and adds commercial value to your business.

If you don't register your mark, your only option might be a **passing off** action, a complex, expensive legal route that offers less certainty than registered rights. Worse, if someone else registers your brand first, you could even be forced to rebrand entirely, losing all your hard-earned recognition. **Registering early protects your investment and your identity.**

Your Trade Mark Journey with Stratagem: How we work



+ Getting to know you

We start with an in-depth consultation to understand your brand, market, and ambitions, ensuring every decision supports your bigger picture.

+ Trade mark searching

We conduct detailed searches powered by AI tools and expert analysis to uncover risks early and give your application the strongest possible foundations.

+ Filing your trade mark

We prepare and file your application strategically, selecting the right classes and jurisdictions to maximise protection now and into the future.

+ Managing the registration process

From examination to publication, we handle every step, overcoming objections, defending oppositions, and ensuring your trade mark is positioned for success.

+ Portfolio management

We actively manage your trade marks, advising on maintenance, expansions, and enforcement strategies to keep your protection relevant and effective.

+ Comprehensive brand protection

We don't stop at registration. From monitoring to online enforcement, Customs registrations to domain name disputes, we provide a layered approach that defends every aspect of your brand.

What makes a strong trade mark?

Choosing a name that describes your product or service might seem logical, but descriptive trade marks are harder to register and offer little protection. A strong trade mark is **unique** and **memorable**, alluding to what you do without stating it outright. This not only makes registration easier but also builds stronger long-term brand recognition.

A **distinctive** mark gives you greater legal exclusivity and a greater advantage in the marketplace.

With Stratagem by your side, your trade marks aren't just protected - they perform.

Should I protect my logo or name?

Potentially both but as a first step, protecting the name (word mark) for your company or product provides the best protection. Logos (icons) tend to change or adapt over time. Images will be protected by copyright and only if you intend the logo to be recognised independently of the company or product name is it worth registering separately.

At Stratagem we provide the most cost-effective adapted to your goals.

At Stratagem, we turn IP protection into a powerful platform for commercial success.

Why Choose Stratagem for Trade Marks?



Strategic insight

We align every decision with your business goals, ensuring your protection evolves as you scale.



Real-world experience

Our attorneys combine technical and commercial expertise to deliver advice that works in the real world, not just in theory.



Tailored support

Whether you're filing your first mark or managing a global portfolio, our services are shaped around your ambitions.



Clear communication

We cut through the complexity, offering practical advice, transparent pricing, and fast turnarounds so you can act confidently.

Your brand deserves more than protection. It deserves a strategic plan. Let's build it together.

Ready to protect your brand? Let's talk.

Book your **free consultation** with one of Stratagem's expert trade mark attorneys. We'll listen to your goals, assess your options, and build a clear, practical roadmap for protection designed around your business, market, and ambitions.



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