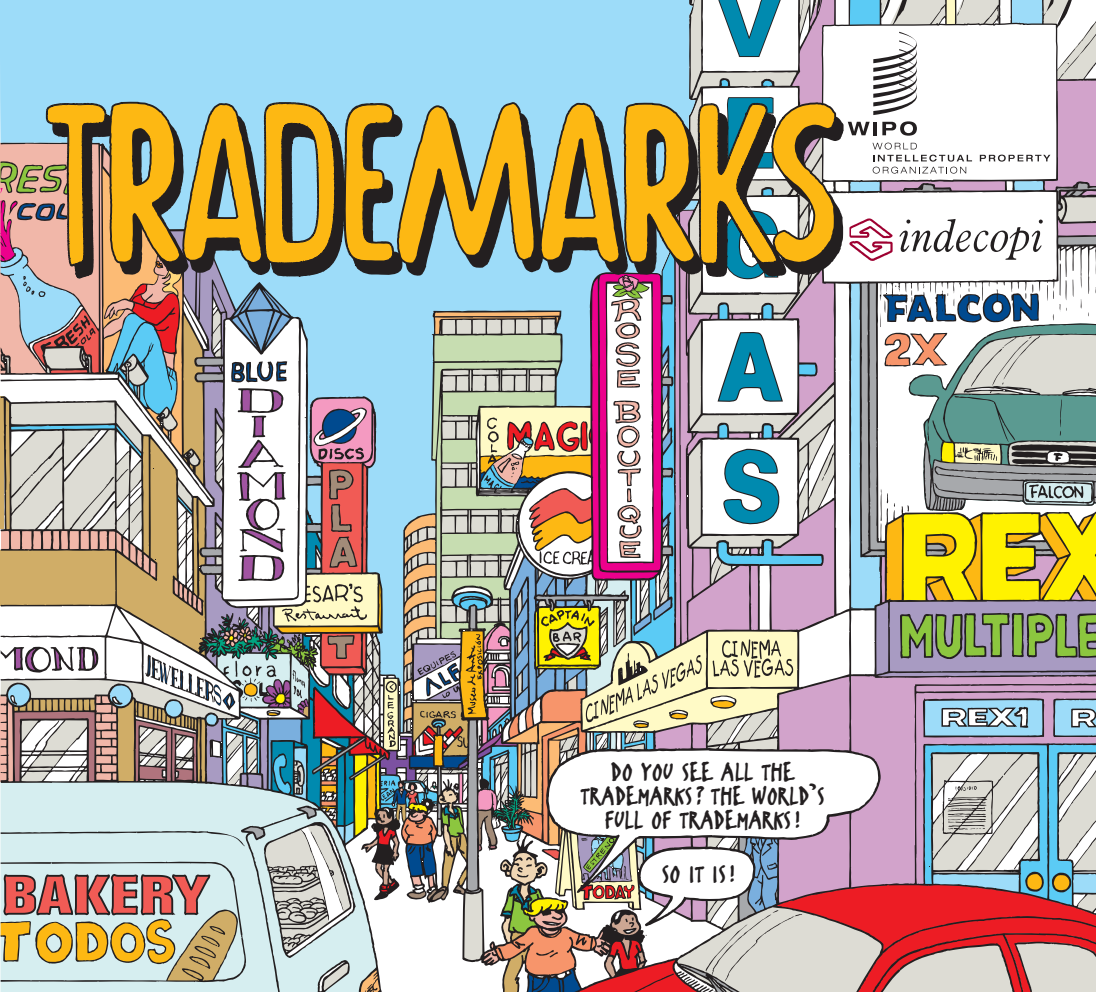


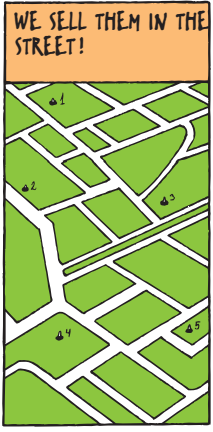
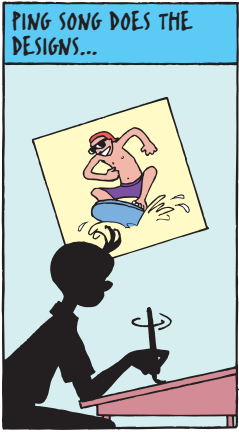
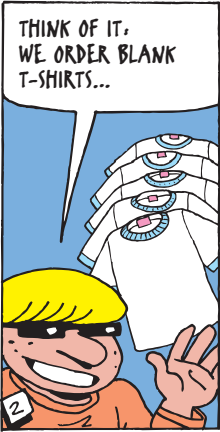
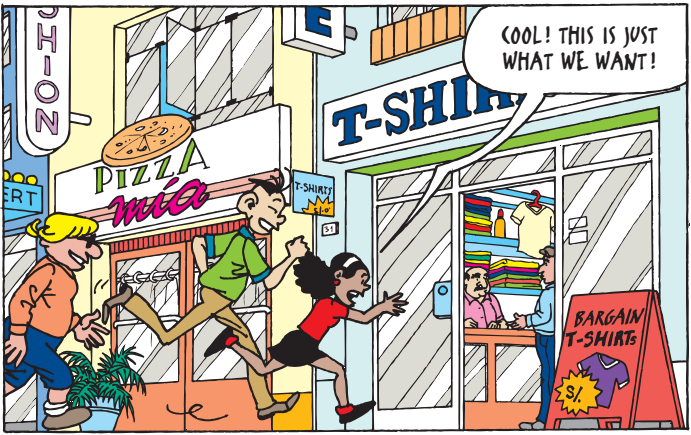
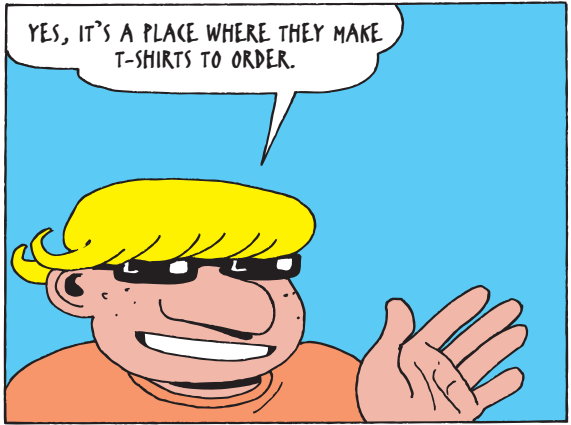
TRADEMARKS

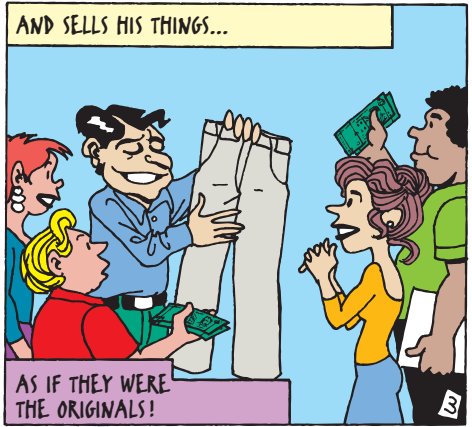
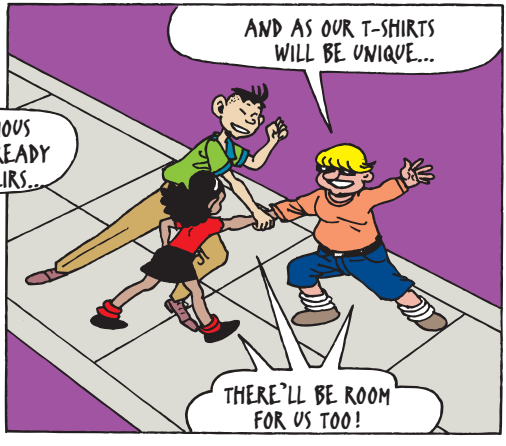
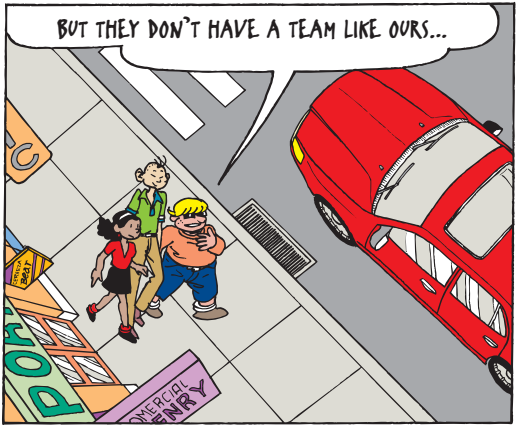
WIPO
WORLD
INTELLECTUAL PROPERTY
ORGANIZATION

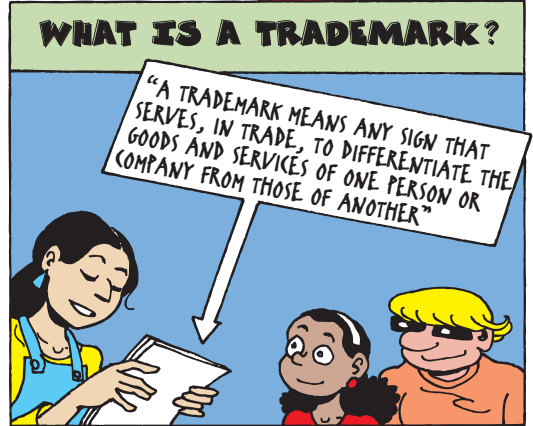
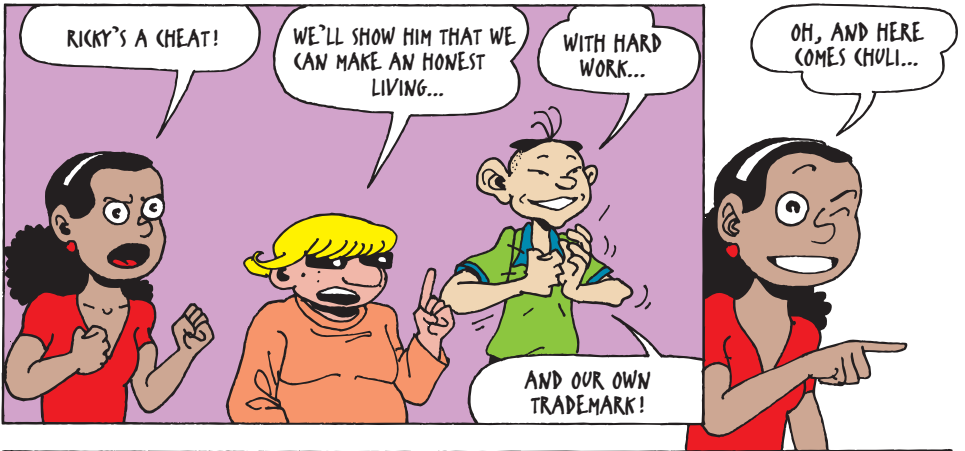
indecopi

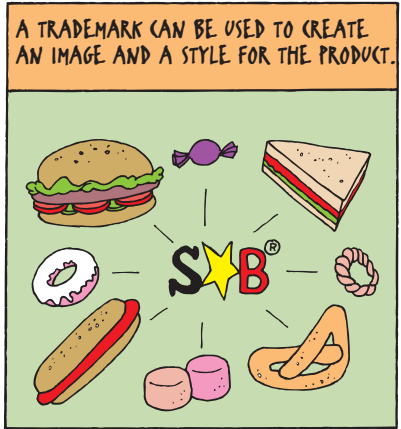
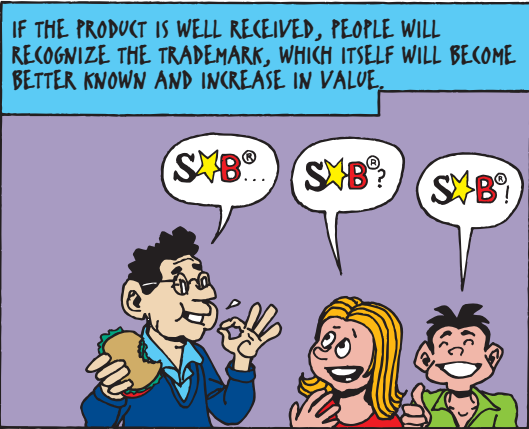
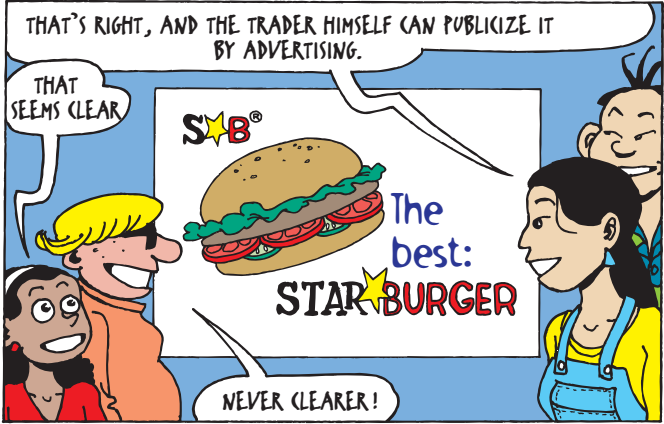


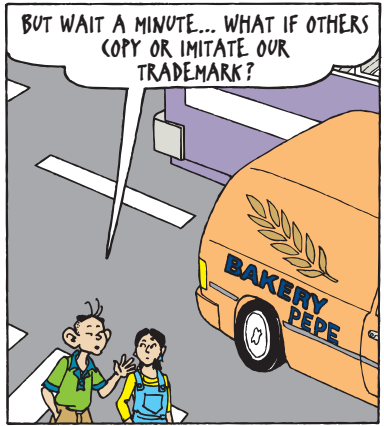
FIND OUT INSIDE!
ALL ABOUT
TRADEMARKS.



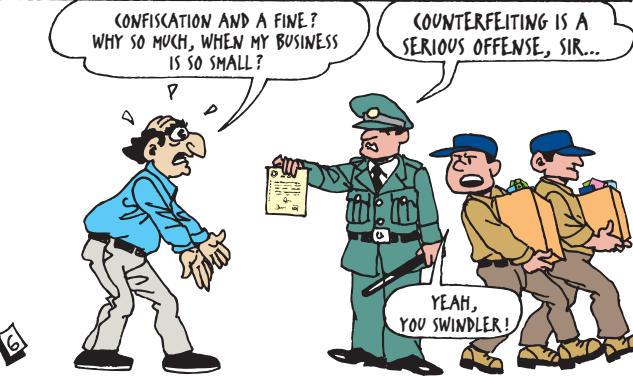


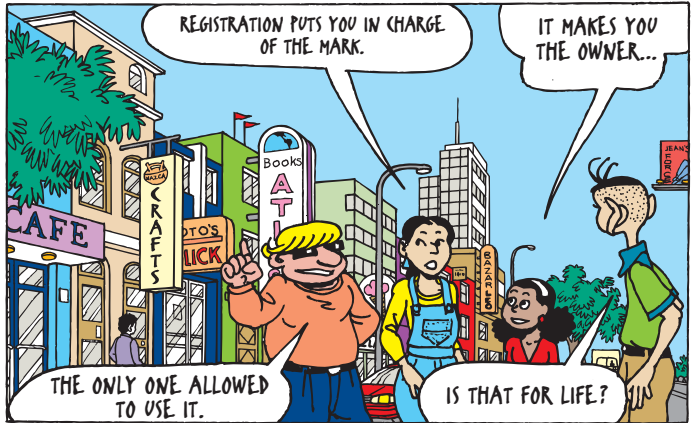




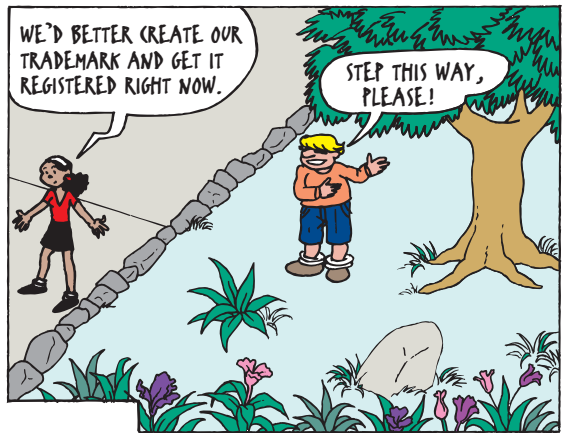


WE REPORT THEM TO THE AUTHORITIES FOR BREAKING THE LAW.

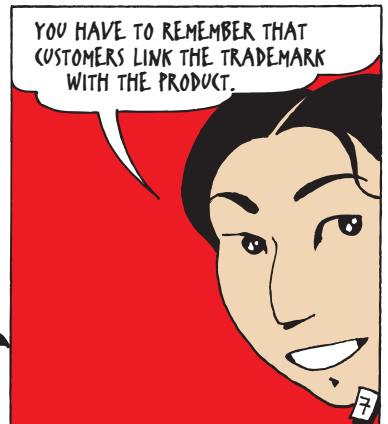


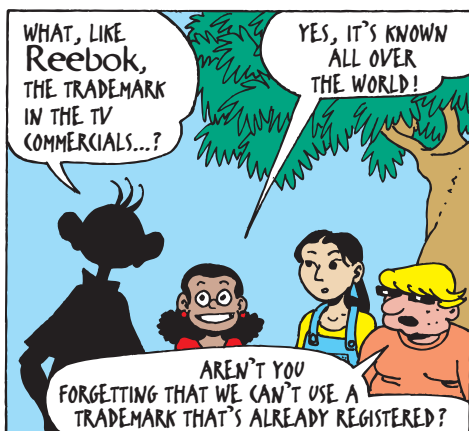
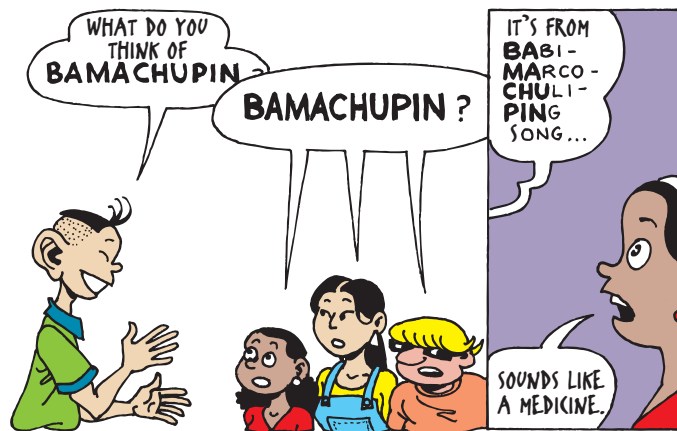


(2) IN SOME COUNTRIES IT IS FOR LONGER.



(1) IN SOME COUNTRIES IT IS POSSIBLE TO PROTECT UNREGISTERED TRADEMARKS.



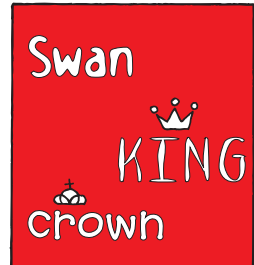


THERE ARE VARIOUS KINDS OF TRADEMARK

⊙ SUGGESTIVE OR EVOCATIVE. SUCH NAMES SUGGEST THE QUALITIES OF THE PRODUCT OR SERVICE:

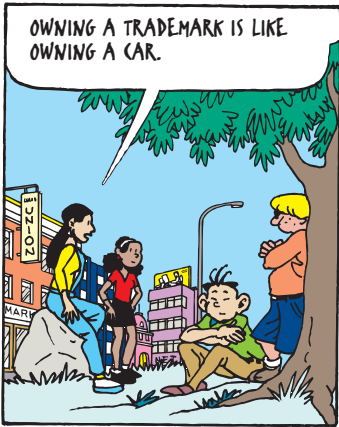


⊙ ARBITRARY. WHERE THE NAMES DO NOT DESCRIBE OR SUGGEST THE QUALITIES OF THE PRODUCT OR SERVICE:

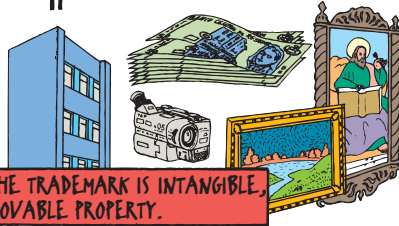


⊙ FANCIFUL. WITH NO SPECIFIC MEANING:





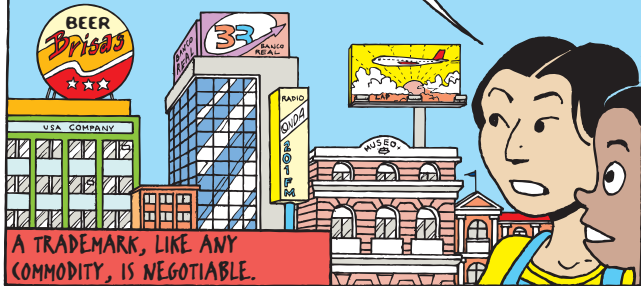
IT IS SOMETHING THAT YOU CAN SELL OR LET SOMEONE USE FOR A WHILE IF HE PAYS FOR IT.



AND WE CAN PRICE IT SO AS TO MAKE A PROFIT?



THAT DEPENDS ON THE MARKET VALUE OF THE TRADEMARK; THAT'S WHY PRESTIGE IS IMPORTANT, REMEMBER?

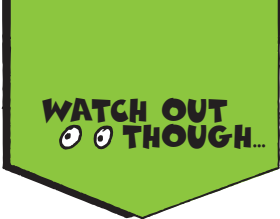


~~BAMACHUPIN~~ ~~RiBoc~~

WHY NOT MY NAME, MARCO?

WHY NOT? IT'S AN ARBITRARY MARK!





IT DOESN'T HAVE TO BE ME! IT COULD BE **CHULI LÓPEZ**



CHULI LÓPEZ IS MY NAME, IT'S LIKE MY TRADEMARK. I OWN IT, AND I WON'T LET YOU USE IT.



THERE ARE ALSO PROHIBITIONS

ON TRADEMARK REGISTRATION, WHICH VARY ACCORDING TO THE LAWS OF EACH COUNTRY.



FOR MORE INFORMATION YOU CAN GO TO YOUR LOCAL TRADEMARK OFFICE.



FOR LIFE[®]

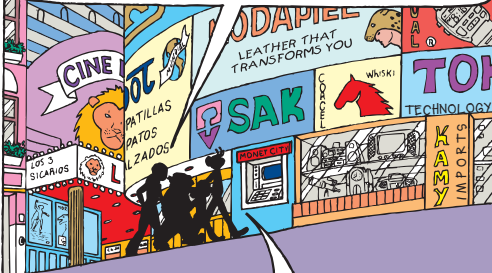


OUR T-SHIRTS WILL BE **FOR LIFE[®]** BUT WHAT IF SOMEONE BRINGS OUT **FOR LIFE[®]** CARAMELS, FOR INSTANCE?



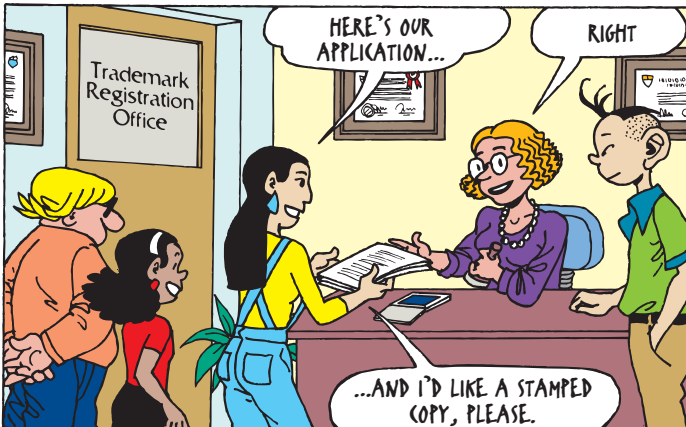
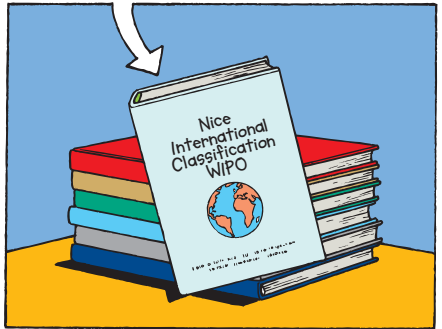
HE CAN DO THAT BECAUSE IT'S A DIFFERENT PRODUCT, WITH NOTHING TO DO WITH OUR T-SHIRTS.

THERE'S NO RISK OF CONFUSION WHEN THE PRODUCTS HAVE NOTHING TO DO WITH EACH OTHER, LIKE CARS AND CAMERAS. THE DIFFERENT PRODUCTS ARE ARRANGED IN DIFFERENT CLASSES.



AND WHO DECIDES ON THE CLASSES?

THE CLASSES OF PRODUCTS ARE DESCRIBED IN THE NICE INTERNATIONAL CLASSIFICATION.



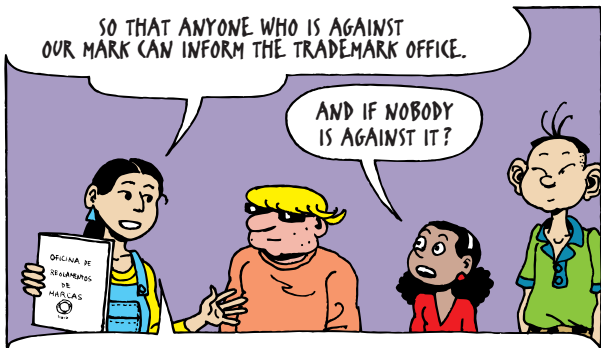
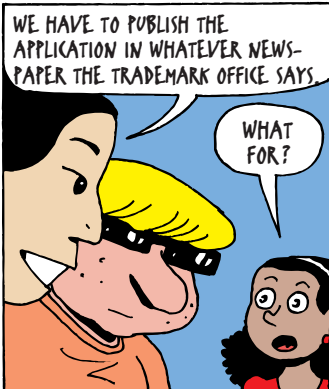
HERE'S OUR APPLICATION...

RIGHT

...AND I'D LIKE A STAMPED COPY, PLEASE.

NOW WHAT?





THEN THE TRADEMARK OFFICE CHECKS WHETHER THE APPLICATION IS THEN OK.



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