



WHAT'S IN A NAME?



Using **trade-marks**
as a business tool

Stand Out !

In today's competitive global marketplace, your **brand** can become one of your most valuable assets.



What is a brand?

A brand is the image and reputation of your business as it is perceived by your customers.



Successful marketing usually includes building a valuable brand by protecting any mark that distinguishes your products and services from others in the marketplace.

The best tool used to distinguish a brand from those of your competitors is a registered **trade-mark**. Typically, businesses obtain trade-mark protection for their business name and any product, service, logo or slogan.

Did you know?

Even if your company name or business name is registered federally (Corporations Canada), provincially or territorially, it is recommended to also obtain **trade-mark** registration to better protect your brand.

What's in a name?

Company name: Legal name, registered federally, provincially or territorially.

→ Example: **lululemon athletica inc.**

Business name: Name under which you conduct your business.

→ Example: **lululemon athletica**

Domain name: Name of your address on the web.

→ Example: **www.lululemon.com**

Trade-mark: A trade-mark may be one, or a combination of words, sounds or designs used to distinguish your goods and services from those of your competitors.

→ Example: **lululemon  athletica**

(You can view this trade-mark in the Trade-marks Database by entering **lululemon**)

Why register your trade-mark?

- The registration provides proof of ownership.
- It provides you with exclusive rights across Canada for 15 years and may be renewed indefinitely.
- It helps you protect your products and services from imitation and misuse.
- It allows you to flag an infringement under the *Trade-marks Act*.
- It provides you with licensing opportunities to maximize your trade-mark's commercial potential.
- It protects your trade-mark's value.

Trade-marks are a valuable asset for businesses

Canadian brands	(in \$billions)
TD Bank	10.8
Royal Bank of Canada	10.5
Thomson Reuters	8.3
Scotiabank	7.7
Tim Hortons	3.9
Bell Canada	3.3
Shoppers Drug Mart / Pharmaprix	3.2
Rogers	3.2
lululemon athletica	2.9
Telus	2.9

Source: Interbrand Canada 2014

Search



Find out if your
trade-mark
is available

Search the Canadian Trade-marks Database for information on specific trade-marks: www.cipo.ic.gc.ca/search-tm

New business opportunities



Exporting

If you are planning to export your goods and services, consider registering your trade-marks for each of your target markets.



Learn more at www.cipo.ic.gc.ca/export

Licensing



A licensing agreement can generate new revenues and is one of the quickest ways to expand across global markets.

In addition, a licensing agreement is a contract between you, as a trade-mark owner, and any third party who wishes to distribute your products and services to new markets.

Registering trade-marks helps prove to your future partners that you own the rights, and therefore allows them to obtain a licence with confidence.

Protecting your brand

Learn more about how to protect your brand through trade-marks:
www.cipo.ic.gc.ca/brand



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