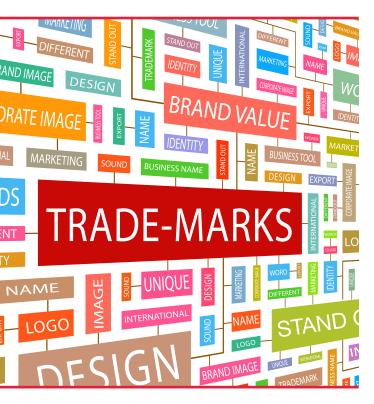
Office de la propriété intellectuelle du Canada

# WHAT'S IN A NAME?



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





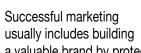


In today's competitive global marketplace, your **brand** can become one of your most valuable assets.



#### What is a brand?

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



a valuable brand by protecting any mark that distinguishes your products and services from others in the marketplace.

BRAND

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 vou 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, Iululemon athletica inc. provincially or territorially. **Business name:** Name under which you conduct lululemon athletica Example: vour business. **Domain name:** Name of your address on the web. www.lululemon.com Trade-mark: A trade-mark may be one, or a Iululemon nathletica Example: combination of words, sounds or designs used to distinguish your goods and services from those of your (You can view this trade-mark in the Trade-marks Database by enterina **lululemon**) competitors.

## 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

lululemon®, lululemon athletica®, and related trademarks, names and logos are the property of lululemon athletica canada inc. and are registered and/or used in Canada, the U.S. and countries around the world.

**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.qc.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**

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



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