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Trademarking Your Business Trademark Secrets - 21 Tips To Keeping Your Brand Safe!



Synopsis

When it comes to trademark infringement, what you don't know CAN hurt you! This book answers the 10 most asked questions on trademarking your brand for business names or product names. If you have not asked these questions, then you need to! Protecting your brand - can you afford to trade without it? For non-IP lawyers, accountants and business advisors, this book is a handy reference tool, in easy to understand language, which is a must have for your clients. Find out the answers to questions like: * What is a Trademark? * Is a Trademark the same as a Business Name? * What Happens if I don't Register my Brand as a Trademark? * If I Register my Brand in one country is it covered around the world? Plus: * Read what happened to business owners when they did not ask the right questions. * How to avoid being sued for Trademark Infringement. * 21 Tips to Keeping your Brand for your business or your product SAFE! If you are about to start a business or have been in business for many years, this book is a must read to avoid being sued for using a competitor's brand.

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Customer Reviews

Boy was I surprised at how much I did not know about my personal IP, my so called trademarks and how secure my business was. This book is a must read for any business owner or entrepreneur who may have done their own trademark for their business or who has not even done a trademark at all. Something I will definitely be looking more into to make sure my brand and business is protected. Must read, real eye opener that is for sure. Thanks Suzanne, I think a lot of people are going to be horrified when they realise just how unprotected their business and their IP really is.

This is an easy to read guide about trademarks that even a new beginner can understand. It gives answers to the 10 most asked questions concerning the trade marking of your business. Contains great tips for all business owners on brand protection so they can avoid being sued for trademark infringement and also avoid business name or product name identity theft. Real eye opener. I highly recommend "Trademarking your Business Trademark Secrets" to anybody looking to start a business or those who are already in business to make sure their brand and business are protected.

If you're living in Australia then this is the information for you. Living in the United States, however, this book provides the reader with necessary tips and ideas to begin research on trademarking. It's a great starter tool for anyone who wants to understand the basic information on where to start taking steps possibly save unneeded stress from lawsuits that may arise from improper research about brand name use and registering for the trademark. It's worth the read, especially if you don't know where to begin.

Businesses are risking everything if they don't read this book. The crucial yet straight forward information in this book should make business owners and entrepreneurs sit up and take notice. Suzanne has taken her many years of experience in the big end of town and brought it back to the small and medium sized businesses to help them make sense of a fairly complicated topic. This book is well set out and easy to get through. A great read.

Suzanne's book on Trademarking Your Business I felt gave a very straight forward, powerful and practical guide for Business Owners when it comes to this area of protecting ones brand and business. As a Marketing Mentor & Consultant too, quite often when it comes to this area of Identity - most other books out there is either just written for a legal audience. This book written for the 'Non-Legal' professionals like myself is great for helping me better understand Trademarking so I can help advise my clients and know when to point them in the direction of specialists like

Suzanne.Love it! I have it on my Kindle and it's a great read. Thank you from Edward Zia (Marketing Mentor in Sydney, Australia)

As a young business woman who is looking to start her own business I myself never thought trademarking my brand was ever going to be an easy process, nor did I think it was really something to think about until my business was more established, but after reading this book, I now know why it is so important that trademarking must be one of the first steps when building a business/brand. Thank you Suzanne! I recommend this book to not only business owners big and small, but anyone who is even thinking of creating a brand/business in the future. If your looking for a first step... Reading this book is it!

I never realised the importance of a trademark until I read this book. I have been in business for over 30 years and fortunately have never experienced any of the tragic trademark stories mentioned in this book. This book is not like most technical books. There are real life stories that do get the message accross in relation to the importance of putting a Trademark on anything that moves, including your own business name. Suzanne has turned a subdued topic into a very interesting read. Securing my trademark is the first item on my to do list for the new year.

Absolutely necessary for anyone starting their own business or even for someone who has ideas. This little book points you in the right direction in easy steps but most of all the time saving advice is invaluable. It has such a simple and direct solutions to the trade mark maze. Best advice of all is to get an expert to save yourself time and expense.

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