

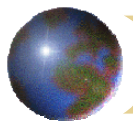


USING DISTINCTIVE SIGNS IN BUSINESS

BY P. KANDIAH

"The IP Experts"

1



KASS

Why do you need to have a



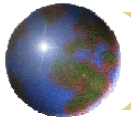
or a

TRADEMARK in business?

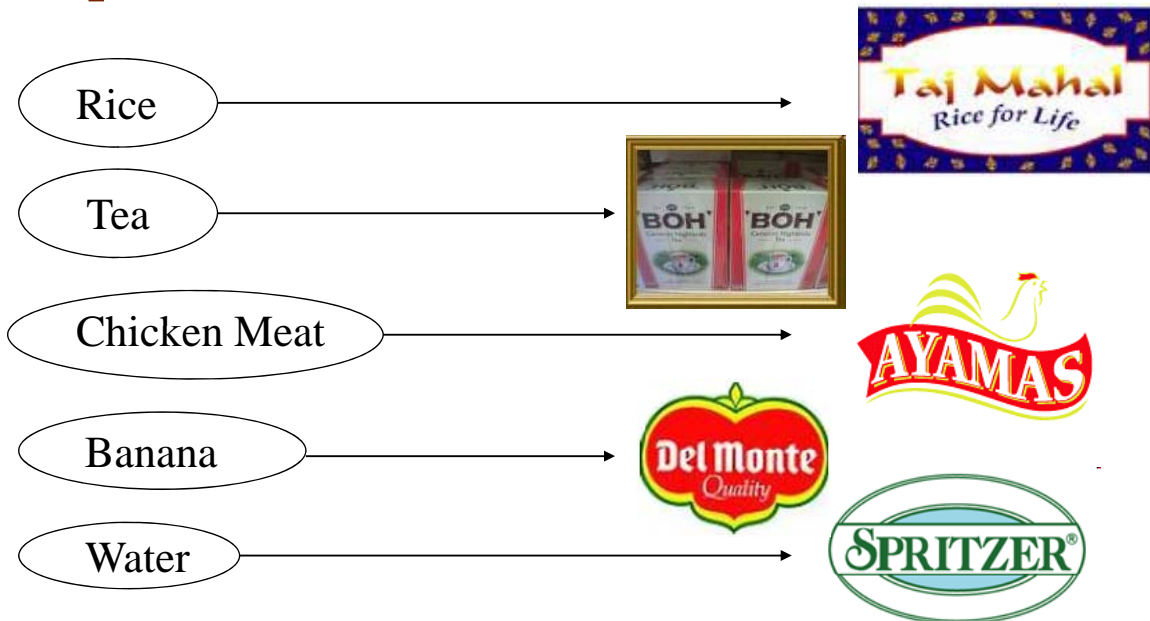


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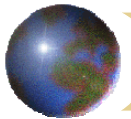
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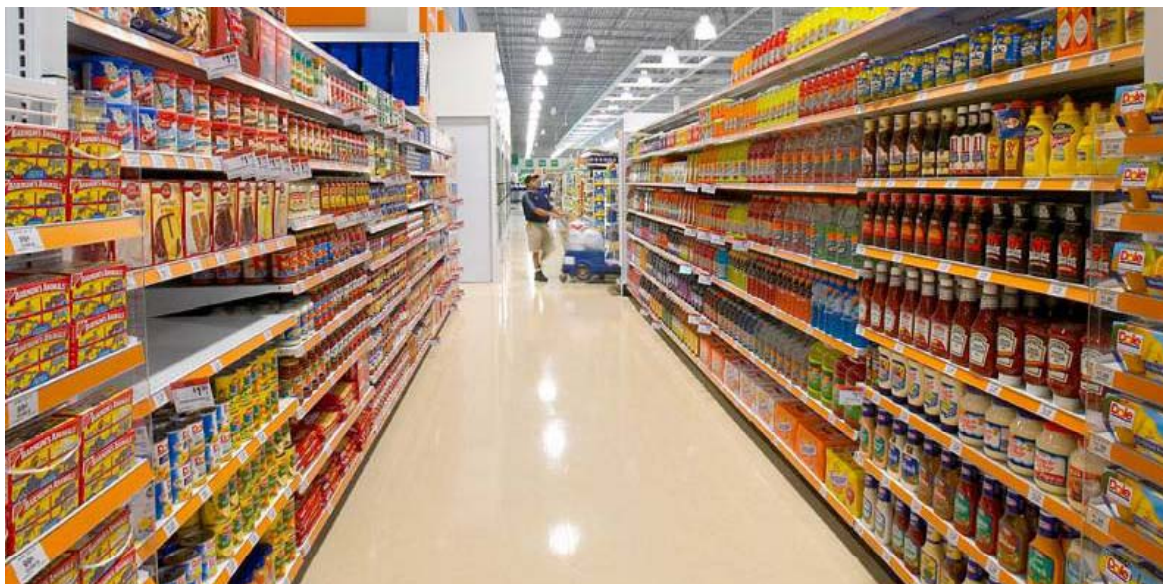
(I) To stand OUT from other similar products/services



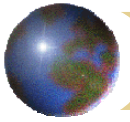
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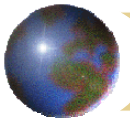
Customers have plenty of CHOICES for products and services



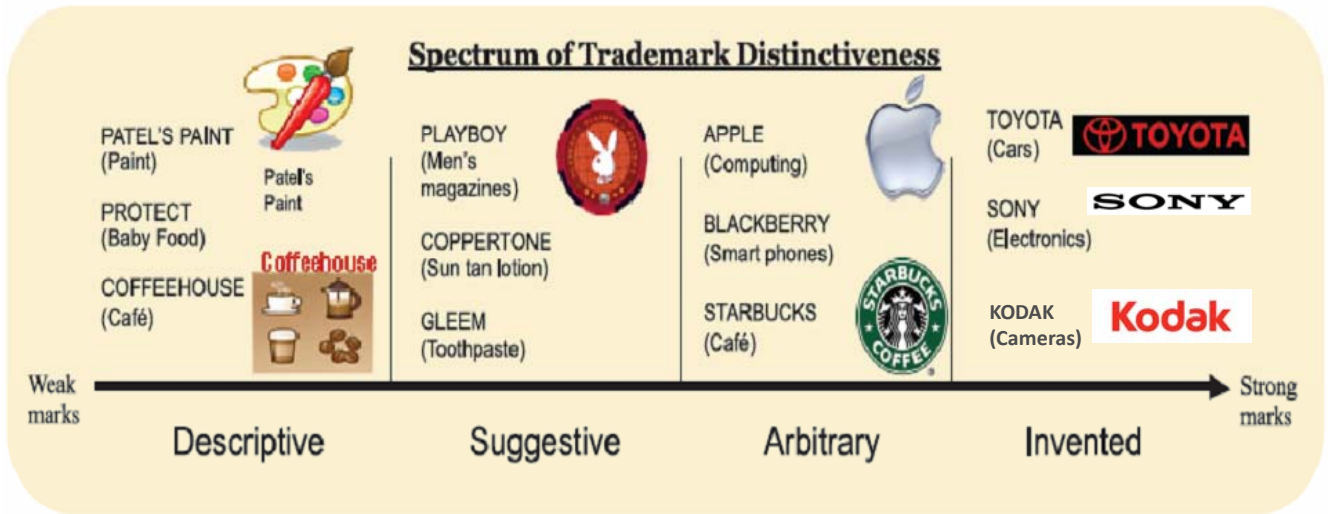
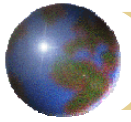
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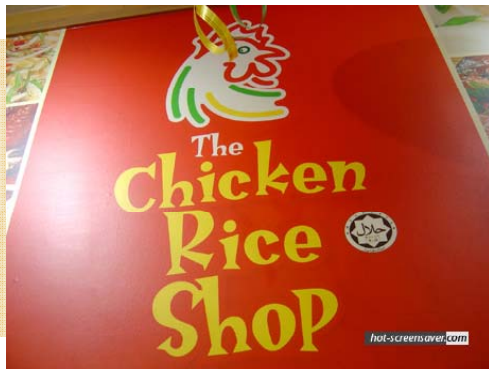
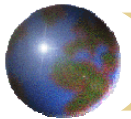
To draw customers to your product/services →
your BRAND needs to stand out



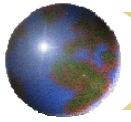
Why do you need to have a
DISTINCTIVE BRAND?



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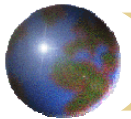
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(II) Creates repeat business

If the product and service under the Brand is of **GOOD** and **CONSISTENT** quality, customers will begin to

- ❖ **TRUST** the brand
- ❖ **Be LOYAL** to the brand
- ❖ **REFER** the brand to others

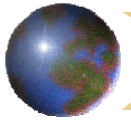


I know them, they have a reputation of doing a great job

Yeah, I've heard of them too. They always deliver what they promise.

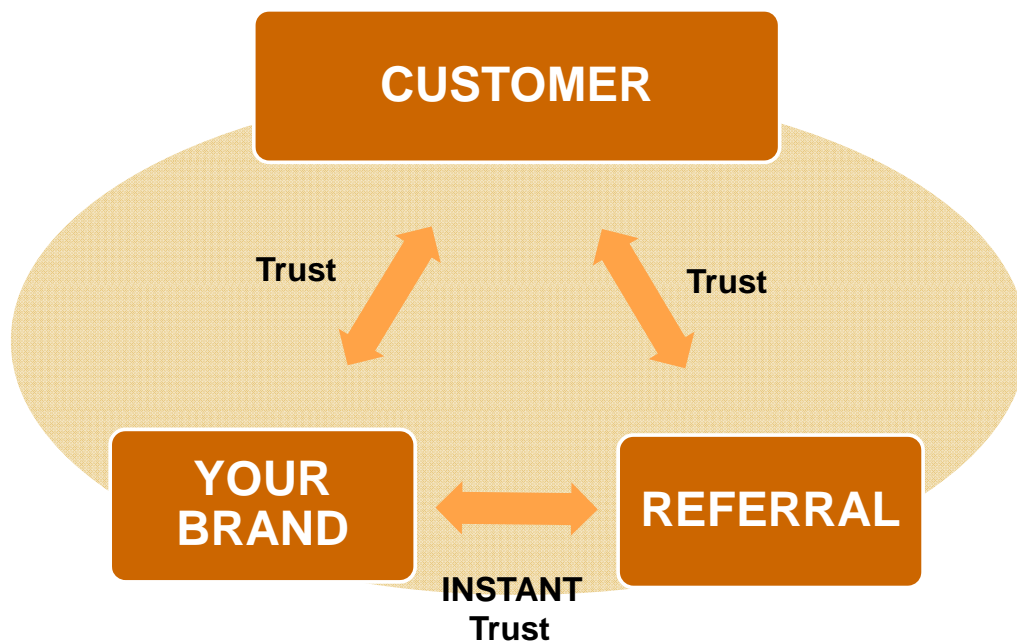
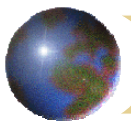
I've read their articles and been to their talks-they are experts in their field, everyone knows that -try them!

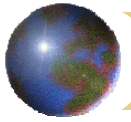




There is no FASTER, STRONGER or BETTER way to build a business than through the referral of new customers

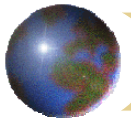
- ❖ **Referrals come from people who know us and like us**
- ❖ **Referrals extend the network**
- ❖ **Referrals reduce sales expenses**





(III) Allows for premium pricing

When your **BRAND** stands out, and you deliver on the promises made to the customers – you can charge a **PREMIUM**



BOUTIQUE
WEDGWOOD

MAJORICA
BVLGARI



ICEBERG
Twice
ICE

Colibri
OF LONDON

Elizabeth Arden

VERSACE
ACCESSORI

BALLY
SWITZERLAND
SINCE 1851



Harrods
KNIGHTSBRIDGE

LANVIN
PARIS

Sensuous

swatch

YVES SAINT LAURENT

CHANEL

Aquascutum

SANTA BARBARA
POLO & RACQUET
CLUB

KENZO

Calvin Klein

LONGCHAMP
PARIS

HOM



HAGGAR
CLOTHING
CO
USA

KENNETH COLE

GUESS?

HAZARD

ARROW

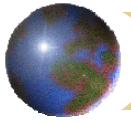


BALENCIAGA
PARIS

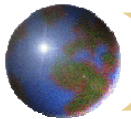
mook
BLACK COORDINATION

GUCCI



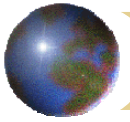


Starbucks coffee vs [brandless] coffee

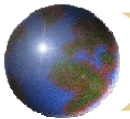


Case Study 1

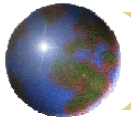




Real Name : KITTY WHITE
Nick Name : HELLO KITTY
Birthplace : London, UK
***Hobbies : Likes to play piano
and bake cookies***



- ***US\$ 500 million / YEAR***
- ***22000 types of products in the market***
- ***SANRIO sells everything except sharp objects, guns, drugs, hard alcohol and cigarettes***



Royalties (3-10%)

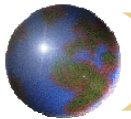
Merchandise revenue



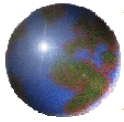
Movie Rights/Book Rights/Music Venture



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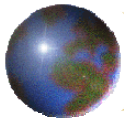
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Case Study 2



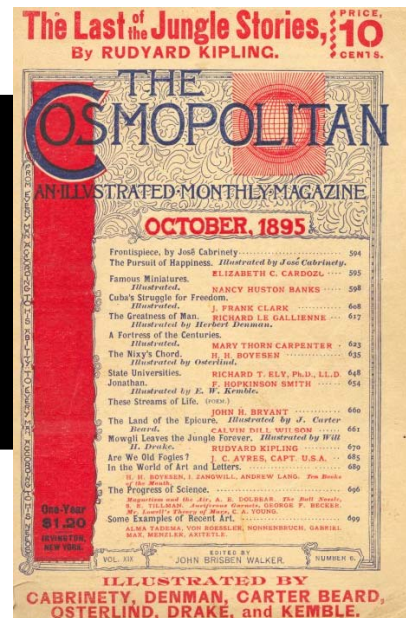
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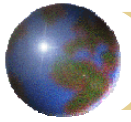
1886



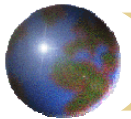
1895



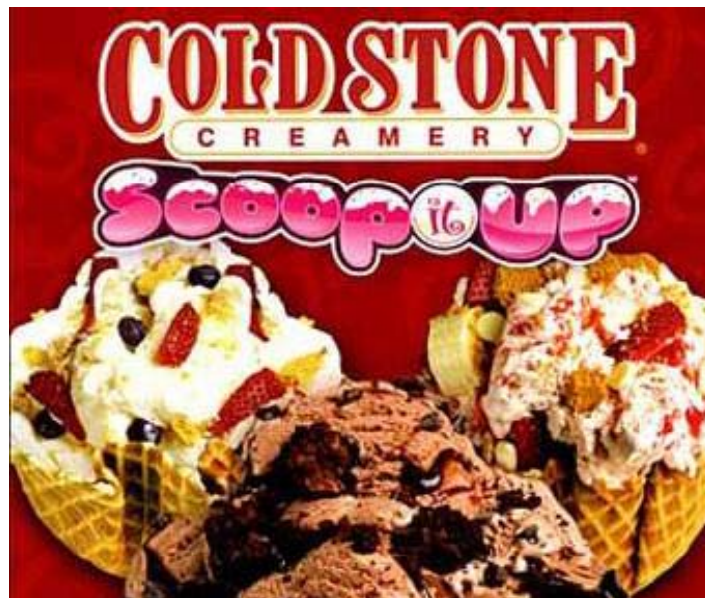
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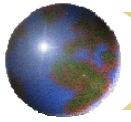


- **Began as Family Magazine**
- **Exists in 58 Int'l Editions**
- **In more than 100 countries**
- **Read by over 39 mil people/month**
- **More than 8.2 million copies sold**



Case Study 3





Couple Next Door Story

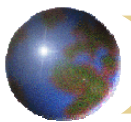
Don and Susan Sutherland in Tempe, Arizona

Ice Cream called "Creation" – each one is a work of art

USP: blended on a frozen granite stone with endless combinations – fruits, nuts, candy, cookies, brownies...Kit Kat, Snickers, M&Ms, strawberries, you name it! – mixed in.

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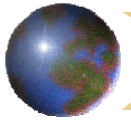


Franchise now goes for \$ 42,000



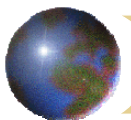
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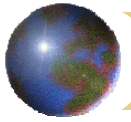
Total fee payable \$ 438,850

	Low	High
Initial Franchise Fee	\$42,000	\$42,000
Travel & Living Expenses While Training	\$500	\$5,000
Real Estate	\$6,500	\$26,000
Architectural Fees	\$4,000	\$10,000
Leasehold Improvements	\$90,000	\$170,000
Exterior & Interior Signage	\$9,700	\$15,200
Equipment	\$91,300	\$111,300
Initial Inventory	\$8,000	\$8,000
Employee Uniforms	\$500	\$800
Grand Opening	\$100	\$5,000
Insurance Premiums	\$500	\$2,500
Permits & Licenses	\$2,000	\$3,000
Telephone & Utility Deposits & Hookups	\$250	\$1,000
Miscellaneous	\$3,800	\$3,800
Computer Training and Food Safety Certification Course	\$100	\$250
Additional Funds/Working Capital-3 months	\$35,000	\$35,000
Total	\$294,250	\$438,850



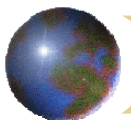
Quick bites on FRANCHISES

- Franchising creates almost \$2,000,000,000,000 (2 trillion) revenue every year -- worldwide.
- Enough to:
 - equal the 4th largest GNP in the world
 - circle the earth 6,500 times
 - stack 137,000 miles high (over 1/2 way to the moon)
- Franchise businesses account for about 50% of all retail sales in the United States.
- Franchise businesses employ more than 15 million Americans.
- More than 75 industries use franchising to distribute goods and services to consumers.
- 1 out of every 12 businesses is a franchised business.
- A new franchised business is opened every 8 minutes of every business day



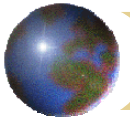
Quick bites on FRANCHISES

- The UK franchise industry is now estimated to be worth £11.8 billion
- The overall number of franchise systems in the UK is 842
- There are an estimated 465,000 people employed in franchising in the UK
- The average (mean) turnover for a franchised business is £353,000
- The average cost of opening a franchise is £46,700
- Property Services remains the largest sector. Personal Services is the second largest.
- 77% of franchise systems in the UK are operated by a UK based owner.
- One in five franchisees operates multiple units.
- 84% of franchisees are satisfied in their relationship with their franchisor



Relationship between BRANDS and DESIGNS

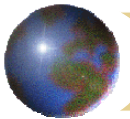




In practice

Attractiveness of Design is dependent on popularity of “Brand”

The more Popular the Brand, the more acceptable the Design!



To sum it up, here are the 3 reasons why your business should have a distinctive trademark



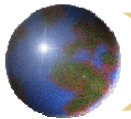
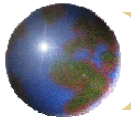
MAKES YOU STAND OUT FROM THE COMPETITION



ENCOURAGES REPEAT BUSINESS



ALLOWS FOR PREMIUM PRICING



THANK YOU

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