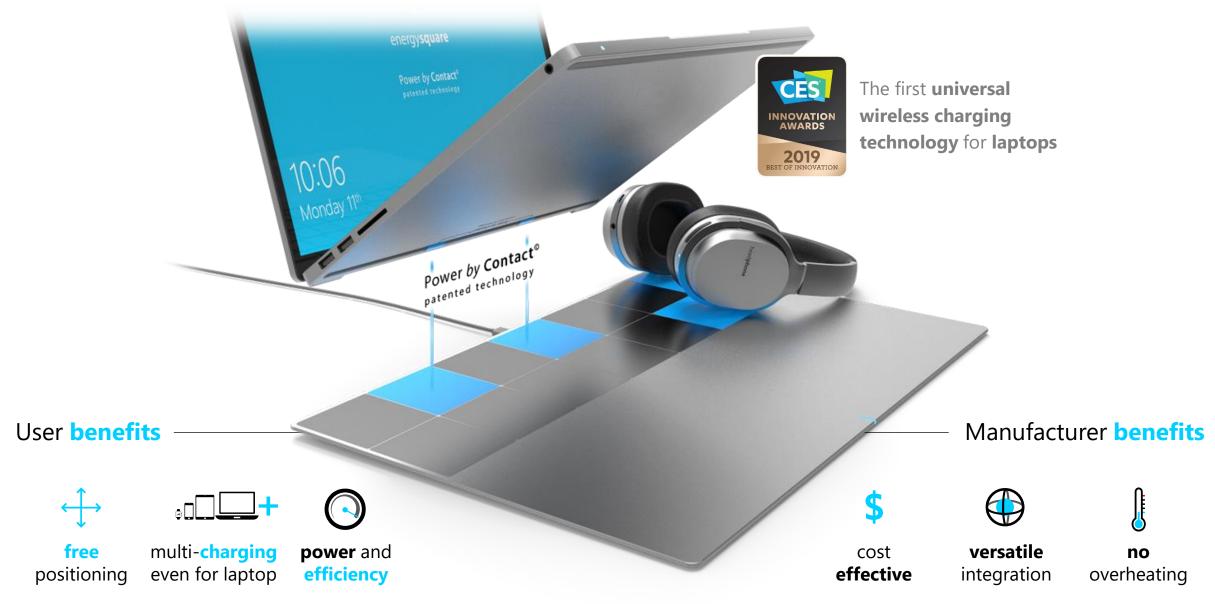


# Use of trademarks By a young innovative French company

Power by Contact<sup>®</sup> is the first wireless charging technology answering to **both** user and manufacturer needs



#### Our experience with trademarks as a young company

#### **Before starting your company**

Check that the trademark is available on the right « class »

Check that the domain name is available

Take these actions before communicating about your company

« energycloud » became « energysquare »

#### When you fill the trademark

Be very careful with the « class » you select – be sure you will use it

Be aware of the delay to extend your trademark, that is quite short

#### **Financing trademark**

Depending on your country of operation, you can find financing sources for filling and extending a trademark

« Pass PI » in France

SME Fund



#### Why trademarks are important for a young company

#### **Short term vision**

A trademark gives you a freedom to operate a commercial name

It also allows you to communicate on your products and services

### **Financing**

During a due diligence,
Business Angels and
Investment Funds will verify
that your trademark is
registered

#### Long term vision

Changing the name of your company, domain name or products will be very expensive after a few years, it is good calculation to invest in it from day 1

Trademarks can be renewed indefinitely every 10 years

## Thank you!

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energysquare