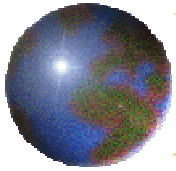




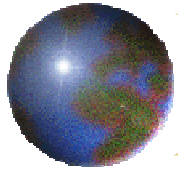
MAKING A MARK

THE IMPORTANCE OF TRADEMARKS IN ESTABLISHING DISTINCT IDENTITY IN THE MARKET PLACE

BY P. KANDIAH

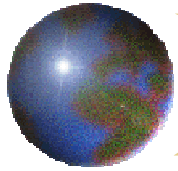


- ❑ Business need repeat sales or customers to remain in business.
- ❑ Why do customers come back to same product or service provider?
 - ✓ satisfied with quality, design, price, service standards, etc.
 - ✓ need for an effective reminder of the product or service.
 - ✓ need for a sign for effective recall.



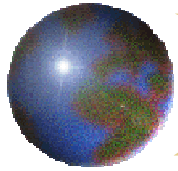
“Trademark” plays multiple roles.

- ✓ assurance of quality
- ✓ reminder of satisfaction in previous purchase
- ✓ trust mark.



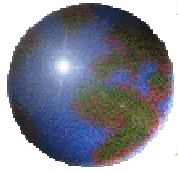
Recall the marks in your house from time you get-up from bed until you reach your office.

Trademarks play a very intrusive role in our daily lives.



When you think of what brand comes first to your mind?

- ✓ fast food
- ✓ athletic shoes
- ✓ cold non-alcoholic drink
- ✓ television set
- ✓ hand-phone
- ✓ luxury car

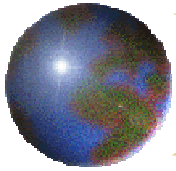


Challenge is how to condition purchasers to want your product / service.

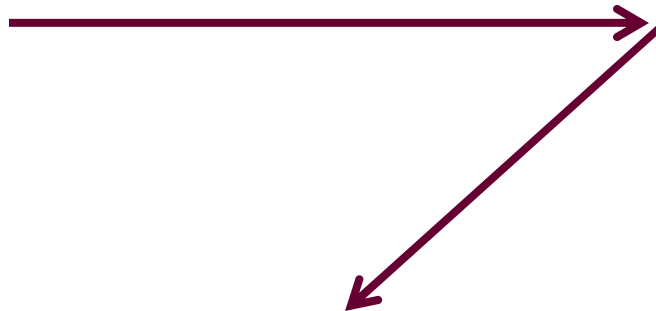
Items previously sold as commodity

1. Chicken

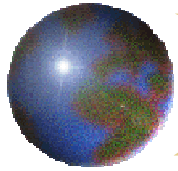




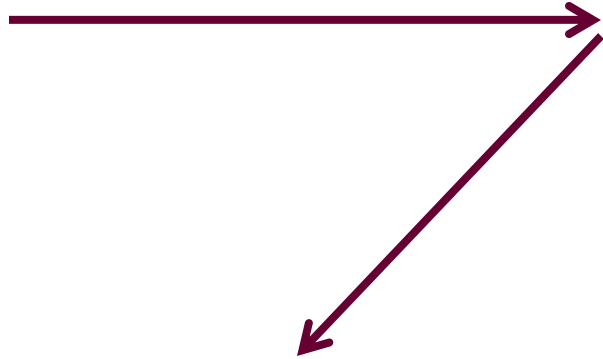
2. Rice

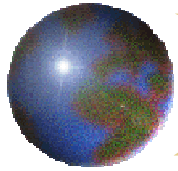


“Your trusted IP Professionals”



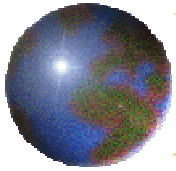
3. Sugar





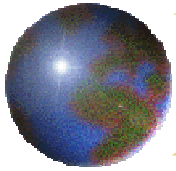
4. Fruits – Sunkist®





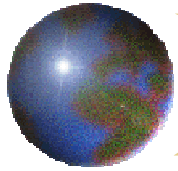
5. Telephones – PANASONIC®, SONY®





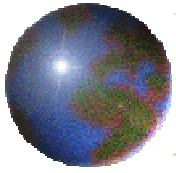
6. Cooked Corn (Nelson's)





7. Coffee – Starbucks[®], Maxwell[®], Nescafe[®]



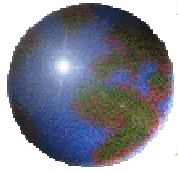


Next phase is how to convert a “trademark” into a “brand”, a “trusted mark”.

❑ Branding

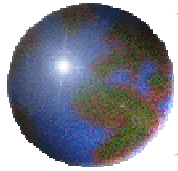
Creating an emotional appeal to product / service. Building a valuable brand.

- ✓ product / service / process – satisfactory?
- ✓ service – fast, efficient?
- ✓ feeling / how was you treated.



To function on a trademark especially in consumer goods, the trademark must

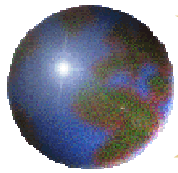
- ✓ be easy to recall
- ✓ be easy to pronounce
- ✓ not vulgar / obscene / negative meaning
- ✓ easy to search on internet / google?

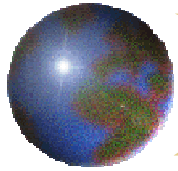


Should companies use trademark of their products / services as name or part of name of company?

Or

Should trademark of product / service be same as the company name?





WHY register a trademark?

WHERE to register a trademark?

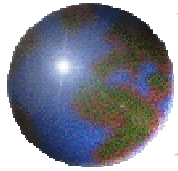
WHEN to register a trademark?

WHO to register a trademark?

In WHAT languages to register a trademark?

HOW to register a trademark?

WHAT should be register?



TRADE MARKS

A trade mark is essentially a way of differentiating the products of one business from those of another. It helps to identify the source of goods and services and can become a unique sign or symbol which is instantly recognisable.

A trade mark can be:

words: **Mars**

shapes:



slogans: *"I'm lovin' it"*

smells:



Darts smelling of beer
Unicorn Products Ltd

colours:



Camping Gaz

logos:



Shell

letters: **BT**



jingles: *Air on a G-string*
Hamlet Cigars

numbers:



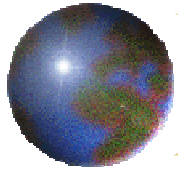
sounds:

A dog barking
- Dulux



forms of packaging: **TOBLERONE**

personal names: *Cadbury's*



THANK YOU

P. Kandiah

Tel: 03 2284 7872

Fax: 03 2284 1125

E-mail: ipr@kass.com.my