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— FREE GUIDE — BRAND PROTECTION —

Trademark & Brand *Protection Guide*

From trademark search to registration certificate — protect your
brand name, logo, and slogan before someone else does.

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IP vs Trademark

What Actually *Protects Your Brand?*

Most founders confuse trademark, copyright, and patent. Each protects something different. Here's the quick breakdown:

TM
Trademark
Brand name, logo, slogan, colour, shape
Best for: Brand identity
©
Copyright
Written content, code, music, films, designs
Best for: Creative works
⚙️
Patent
Novel inventions, processes, products
Best for: Inventions & tech

What's Inside

Complete Trademark

Filing Masterclass

✓

Trademark vs Copyright vs Patent — Side-by-side comparison: what each protects, duration, registration process, cost, and when you need which.

✓

Choosing the Right Trademark Classes — India has 45 Nice Classification classes. Filing in the wrong class = no protection. Class selection guide with industry examples (tech, food, fashion, services).

✓

Trademark Search — Before You File — How to search IP India's database, phonetically similar marks, deceptively similar logos. Avoid wasting ₹10,000+ on a doomed application.

✓

Filing Process Step by Step — TM-A application, Vienna codification for logos, POA (Power of Attorney), government fees (₹4,500 individual / ₹9,000 company).

✓

Examination & Section 11 Opposition — What happens after filing: absolute grounds refusal, relative grounds (similar marks), how to respond to examination report within 30 days.

✓

Publication in Trademark Journal — After acceptance, mark is published for 4-month opposition window. What opponents can file and how to defend your mark.

✓

Registration Certificate + Renewal — Certificate validity is 10 years from filing date. Renewal (TM-R) within 6 months before expiry. Importance of watching your mark after registration.

✓

International Trademark — Madrid Protocol — Extend protection to 130 countries via a single application. WIPO process, Indian basic application requirement, fees structure.

✓

Infringement Action — When someone copies your brand: cease & desist letter, IPAB complaint, district court injunction, police FIR (criminal action). Cost and timeline for each.

Registration Journey

From Application to

Certificate

1

Trademark Search

Search IP India database, check phonetic similarity, assess risk of opposition

1-2 days

2

File TM-A Application

Online filing on IP India portal. Get acknowledgement with TM number immediately

Same day — TM symbol usable from this date

3

Examination by Registrar

Registrar reviews for absolute and relative grounds. May issue examination report with objections

12-18 months

4

Hearing (if objected)

Reply to examination report within 30 days. Hearing before Registrar if objection maintained

3-6 months after objection

5

Publication & Opposition

Published in Trademark Journal for 4-month opposition window. Third parties can oppose

4 months after acceptance

6

Registration Certificate

® symbol now usable. Valid 10 years from original filing date. Renewable indefinitely

2-3 years from filing

Reviews

Business Owners Who *Protected Their Brand*

★★★★★

"I was about to file in Class 25 (Clothing) for my fashion brand. TaxClue's guide showed I also needed Class 35 for retail services and online marketplace. One filing saved me from re-filing later for ₹9,000 more."

I

Ishaan Kapoor

Fashion Brand Founder, Delhi

★★★★★

"A competitor registered a name phonetically identical to ours 6 months after our filing. Because we had our TM number from Day 1, we could oppose successfully. The guide explains exactly how this works."

L

Lakshmi Nair

Co-founder, SaaS Startup, Bangalore

Related Services

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Need help putting this into practice?

TaxClue has handled tax, GST, ROC and IPR compliance for 5,000+ businesses across 28+ states since 2016. A CA/CS reviews your case before you commit to anything.

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