

TRADEMARKS - THE BASICS

PAPUA NEW GUINEA

1. What is a mark?

A "mark" includes a device, brand, heading, label, ticket, name, signature, word, letter or numeral, or any combination of them.

2. What is a trademark?

A mark that identifies your goods or services.

3. Why is a trademark important in business?

- Allows customers to identify a business as the source of a product or service.
- Creates a company's brand and reputation:
- Creates a relationship of trust with customers, which enables a business to establish a loyal clientele;
- Enhances the company's goodwill.

4. Can you register a trademark?

Yes, by filing an application with the PNG Intellectual Property Office.

5. What is the duration of a registered trademark?

On registration, a trademark is valid for a period of 10 years from the date of initial filing.

TRADEMARKS - THE BASICS (CONT.)

6. What information is needed to file a trademark?

- Name and Address of Proprietor
- Country of Incorporation
- Specimen of the trademark
- List of goods/services for which the trademark is used
- Is the trademark in use or proposed to be used

7. What is the benefit of registering a trademark?

- As the proprietor, you have exclusive rights to use the trademark in respect of the goods/services for which it is registered for
- You can sue third parties for unauthorized usage of the registered trademark

8. How long does it take to register a trade mark?

- typically takes 6-9 months although on filing you do get "provisional protection"

GET STARTED - CLICK LINK BELOW

<https://vaiipcommercial.com/e-forms/trade-marks-new-application/>

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