

Trademarks

Trademarks are the **face** of your products/services

They can be signs, symbols or expressions that are used to identify products and services of a particular source from those of others.

Tips on selecting a good Trademark

1 Be DISTINCTIVE

Find a unique name/story

Product :

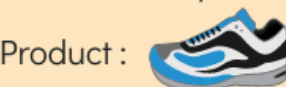


Story:
Wings - flight
FLACS - Flexible, Lights,
Athletic, Comfortable
Shoes

2 Be CREATIVE & INVENTIVE

Use coined words & try to avoid dictionary words

Product :



✓ OZZOM
✓ FLACS

3 Do NOT be descriptive

Product :



✗ Shoesss
✗ RunningKing
✗ TopShoes

Did you know?

TM = Trademark can be used at any time and shows that the mark is being used to identify a product/service

® = Registered Trademark
Only to be used for registered trademarks



List of information/documents required for filing a trademark

- | | | |
|----|---|--------------------------|
| #1 | Name & Address of the Applicant | <input type="checkbox"/> |
| #2 | Representation of the Mark | <input type="checkbox"/> |
| #3 | Class(es) of Interest – Categories of goods/services to be protected (we can help you identify this) | <input type="checkbox"/> |
| #4 | If there are foreign language characters (characters other than the English and Malay language), translation and transliteration of the character(s) | <input type="checkbox"/> |
| #5 | For applicant (individual) of Malaysian nationality, a copy of identity card; for applicant (company) incorporated under the laws of Malaysia, a copy of the Certificate of Incorporation of Company. | <input type="checkbox"/> |
| #6 | If there is any priority claim, a certified priority document, | <input type="checkbox"/> |



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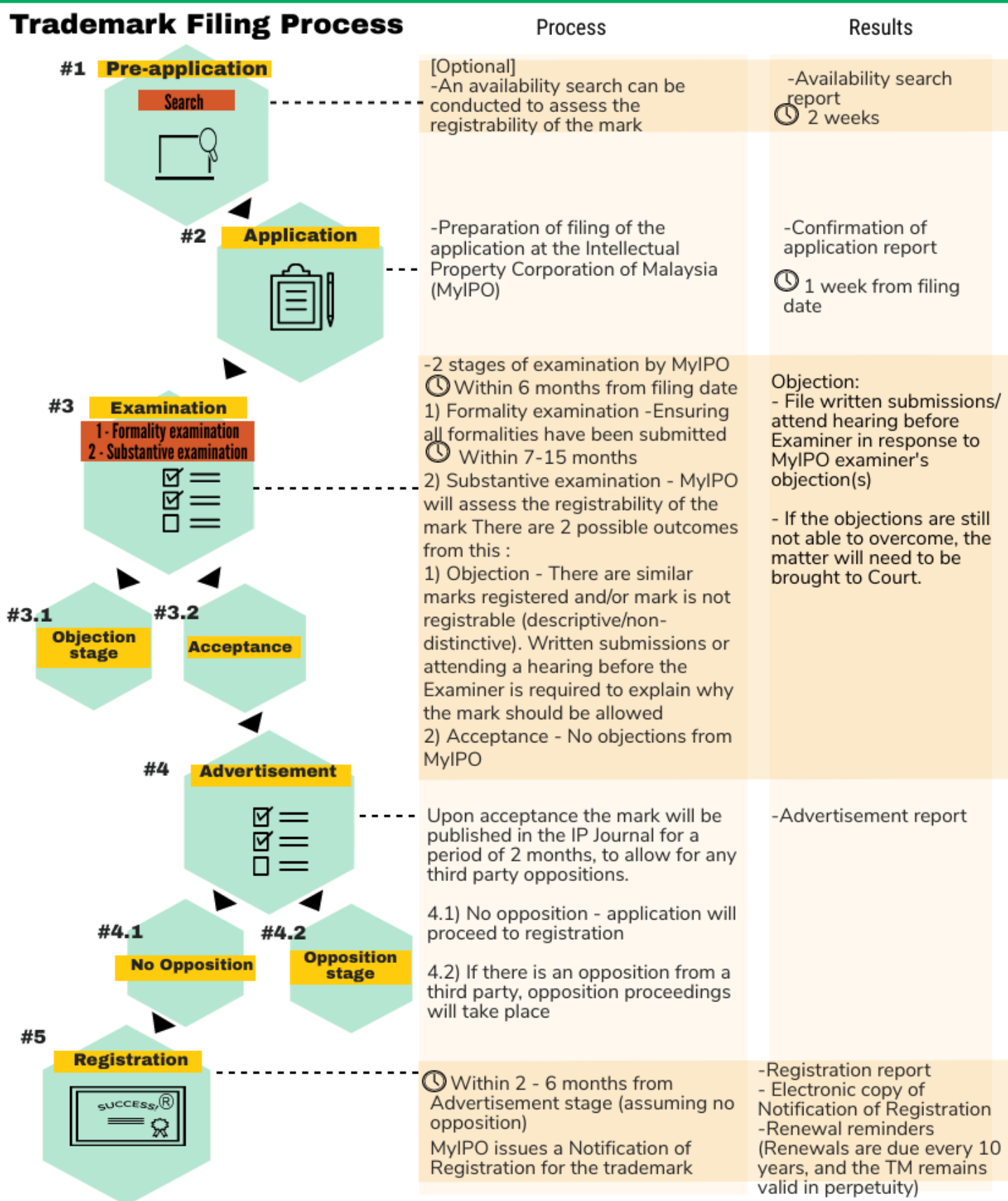
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