



7 STEPS TO PERFECT TRADEMARK TM

How to create strong,
impressive, unique
and safe brand and
product names.

INTELLECTUAL AGENCY

IEVA ZVEJSALNIECE

INTRODUCTION TO TRADEMARKS



Welcome to the
captivating realm
of trademarks!

A trademark is a distinctive symbol that instantly **identifies your brand** in a bustling marketplace. It can take various forms, such as a name, logo, slogan, sound, pattern, or movement, as long as it sets your products or services apart from others.

In this space, we will delve into the foundation of brand creation, with a particular **focus on the most crucial trademark element - the name** (also known as a word mark).

It's crucial to know that trademarks transcend mere formalities; they can evolve into the cornerstone of your business's worth. They stand out as the face of your brand and, at the same time, root the value of the tireless efforts you've invested in cultivating goodwill, reputation, and brand identity. Additionally, a properly protected trademark shields your business from the threats of brand infringement, misinterpretation, and customer confusion.

Ultimately, a trademark ensures that your customers always recognise and trust the entity behind the products or services they engage with - you.

Remember, your brand represents the promise you make to your customers and encapsulates the very essence of what sets you apart. Thus, creating a strong, distinctive, and secure brand name is essential for the safety and value of your business.

INTRODUCTION TO THE AUTHOR

leva Zvejsalniece

leva is the visionary behind the Intellectual Agency, and this guide - 7 Steps to Perfect Trademark. As a trademark strategist, intellectual property manager, and appraiser, leva possesses a wealth of knowledge and experience in brand naming strategies and protection.

leva's expertise goes far beyond legal matters. With a background in economics and a master's degree in strategic business management, leva's passion for creativity has led her to explore the realms of fashion, brand design, and marketing. This diverse skill set allows her and the Intellectual Agency team to offer **comprehensive solutions, from crafting brand names to global trademark registration and protection.**

leva's mission is to empower entrepreneurs to create exceptional, secure brands that stand out from the crowd. She goes beyond brand protection, striving to help clients **invent strong, relevant, and truly distinctive brand** and product names.



leva Zvejsalniece
European Trademark & Design Attorney
Intellectual Property Manager and Appraiser
Brand Naming and Protection Expert

FROM A SPARK TO SIGNATURE

Welcome!

I am thrilled to share my valuable insights and expertise with you. My mission is to help you create **strong and unique brand and product names** that have a lasting impact on your business.

In this free digital magazine, I will reveal the 7-step process I developed over my 15-year journey in the industry. These steps will guide you in creating a perfect trademark that aligns with your vision and ensures strength, uniqueness, and safety.

I understand the challenges and risks that come with building a brand or choosing product names, and I am here to support you every step of the way. My goal is to provide you with the knowledge and tools necessary to create names that make your brand stand out, feel proud, and be safe.

Thank you for choosing this digital magazine. I am grateful for the opportunity to contribute to your brand's journey and look forward to our future cooperation.

For the safety and value of your brand!



Ieva Zvejsalnice

Mapping Out Your
Trademark Journey



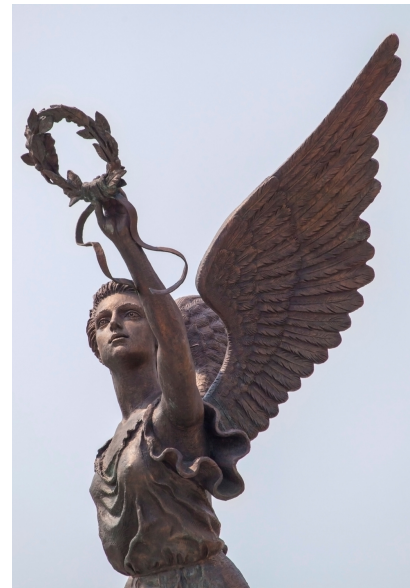
UNLOCKING THE PATH TO THE PERFECT TRADEMARK

Developing your perfect trademark requires more than just creativity - it demands strategy. Planning starts with **a clear vision and mission** for your product or service, shaping the foundation for your brand's decisions and establishing coherence.

Understanding your target audience is the next vital step. To stand out, your brand must resonate with consumers and position itself as the solution to their needs and desires.

Imagine Nike; they aren't merely selling shoes. They're selling the triumph of one's inner hurdles. Just as Nike draws strength from the Greek goddess of victory, the brand echoes the power of overcoming obstacles. Nike connects with customers by understanding their audience's yearning for self-improvement and active lifestyles.

Nike's example illustrates a well-crafted brand name's profound impact on business strategy, customer engagement, marketing endeavours, and all aspects of business decision-making.



A good trademark is the one that is easy to remember.

A great trademark is the one that is hard to forget.

Following the strategic foundation, the journey advances to creativity. **It's a space where your imagination can flourish.**

After gathering your concepts, we progress through meticulous sifting and sorting, trademark clearance search, robust protection strategy, and trademark registration. This assures the safety and value of your brand name.

Are you ready to begin this journey towards your perfect trademark?
Let's start with Step 1: Vision and Mission.

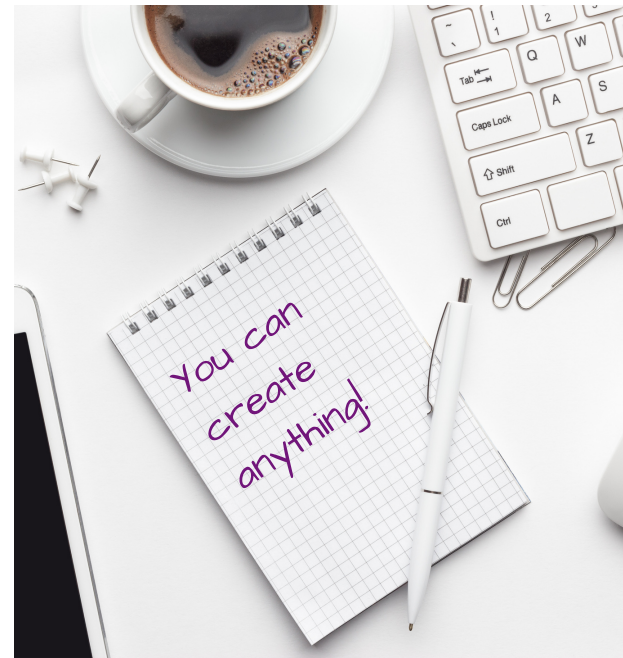
STEP 1

DEFINE YOUR VISION AND MISSION

Just as a well-built house needs a sturdy foundation, a strong brand requires a clearly defined vision and mission. These core beliefs set the tone for every decision your business will make - including choosing a name.

Your vision represents the future you aspire to create through your product or service. **It's your 'why', the higher purpose, that motivates your business's existence.**

Meanwhile, your mission outlines how you'll achieve this vision - it's your 'how', the strategies and values that guide your daily operations.



JEFF BEZOS HAD A CLEAR VISION OF AMAZON

In the mid-1990s, Jeff Bezos, the founder of Amazon, **envisioned creating the world's largest online** bookstore. He saw the exponential growth of the internet not as a threat but as an opportunity. His mission was to use this new platform to offer an unparalleled selection of books globally.

When it came to naming his venture, Bezos turned to his vision for inspiration. **He chose 'Amazon' after the Amazon River, the world's largest river by volume, to symbolise the immense scale and diversity** he aspired for his online bookstore. The name also ensured top placement in alphabetical search engine listings, aligning with his strategy to reach as many customers as possible.

Amazon's mission statement today:

To be Earth's most **customer-centric** company, where customers can find and discover **anything they might want to buy online**, and endeavours to offer its customers the lowest possible prices.

STEP 1 WORKSHEET

DEFINE YOUR VISION AND MISSION

Remember: A well-chosen name should embody your vision and mission. It's not just about sounding good; it's about encapsulating your brand's identity and ambition.

MY (OUR) VISION IS:

MY (OUR) MISSION IS:

As we delve into the process of creating your unique brand name, remember to refer back to your vision and mission continually.

The vision and mission are your guiding lights in this journey.

Ready to move to the next step? Let's go!

STEP 2

IDENTIFY YOUR TARGET AUDIENCE AND IDEAL CUSTOMER

The success of your brand depends on your understanding of its audience. A clear understanding of your target market helps you to name your brand effectively. This step involves a deep understanding of who will be buying (and using) your products or services.

TO DEFINE YOUR TARGET AUDIENCE, ANSWER THESE QUESTIONS:

- *What is the general audience(how big is it)?*
- *What demographic, social, and economic factors define them?*
- *What needs, desires, and problems do they have that your product or service can address?*

A BUYER PERSONA (IDEAL CUSTOMER)

Upon grasping the general understanding of your target audience, it's time to develop a detailed ideal buyer persona.

While conventional wisdom encourages a composite persona - a hypothetical character representing a cluster of your customers - I suggest a slightly different approach:

Pick one (or two) of your **existing** best customers (if you already have them) **and describe exactly their needs, hopes, dreams, fears, and other nuances of their characteristics.**

The approach, based on real people, can be a powerful tool not only in the naming process but also in developing effective marketing communication later on.



WHO HAS TO WANT TO PAY FOR YOUR PRODUCT?

STEP 2 WORKSHEET

IDENTIFY YOUR IDEAL CUSTOMER

Who is your ideal customer? What is her name? Be very specific.

Remember, in business, an ideal customer is one who buys the most, purchases frequently, requires minimal attention, and even better, advertises your product to others. With this clear image of who you're attracting with your brand name, you can confidently proceed to the next step: developing your brand strategy and setting naming criteria.

BUYER PERSONA PROFILE

SOME QUESTIONS TO PONDER WHILE CREATING YOUR PERSONA:

- What are their **key motivations** for buying?
- What do they **value** in a product or service?
- How do they wish to **feel when using the product**?

Now, armed with a clear image of your ideal customer, **you are ready to test potential brand and product names against this persona.** Your focus should be on whether the name resonates with them, compels them to buy, and aligns with how they want to feel when using your product.

STEP 3

SETTING YOUR BRAND STRATEGY AND NAMING TASK

Brand names come in many forms, each with its own strengths and weaknesses. Some names are easy to remember, pronounce, and spell, whereas others might be more intriguing or peculiar. Some names merely describe the product, but others are seemingly unrelated. Your task is to find a perfect one that suits your specific needs.

FIRST QUESTION - DO YOU WANT TO FIT IN OR STAND OUT?

Have you seen the movie 'The Wolf of Wall Street'? Remember how Jordan Belfort (played by Leonardo Di Caprio) was choosing the name of his brokerage firm? He chose the name 'Stratton Oakmont' as a **psychological trick - TO FIT IN.**

Di Caprio's characters' idea was to create a seemingly **respectable and supposedly historic name** to lure investors by appearing to be a **professional, old brokerage firm.**



On the contrary- think about Steve Jobs naming his company 'Apple'. When Jobs and his partner Steve Wozniak were brainstorming names for their new computer company, they wanted **TO STAND OUT.** They wanted a name that was **friendly, fun, approachable, and evoked simplicity**—a reflection of their vision for making computers accessible to everyday people.

APPLE also conveniently placed them ahead of their competitor in the phone book listings, Atari, which was an **important strategic step** in those days.

WHAT ARE THE STRATEGIC KEY EMOTIONS YOU WANT TO EVOKE WITH YOUR BRAND?

STEP 3

STRATEGY AND NAMING TASK

Your brand name is a powerful tool that can either blend in or disrupt. Depending on your business strategy, product, and target market, you must **set the criteria for your brand name selection**. This will provide a clear direction as you move on to the creative process of brainstorming names.

TRADEMARKS CLASSIFIED BASED ON THEIR 'STRENGTH'

FANCIFUL TRADEMARKS

Rolex, Viagra, or Skype are invented words without meaning. These are the strongest types of trademarks as they're **unique and offer high levels of protection**—other businesses will struggle to justify using the same name.

ARBITRARY TRADEMARKS

Apple, Amazon, or Polo are existing words that **bear no logical connection to the products or services** they represent. These are **highly protectable and memorable due to their unexpected associations**.

PERSONAL NAMES

Name or surname can also be used as trademarks, such as McDonald's, Pfizer, or Ralph Lauren. These names can have a **strong personal appeal but may come with legal challenges**.

SUGGESTIVE TRADEMARKS

Facebook or Microsoft **imply something about the product or service without directly describing it**. These names can be compelling and memorable, offering a moderate level of protection.

DESCRIPTIVE TRADEMARKS

American Airlines or Prima Brunch **describe the product, its quality, location, or function**. These names can be **challenging to protect and may not stand out in the marketplace**.

I do not suggest you pick this one because you will struggle to protect it, and your clients will struggle to differentiate you in the market!

Ensuring your brand name sounds appropriate in all target markets is essential. **Define your business territory**. Different cultures perceive and interpret words differently, and your chosen name should have a positive or neutral connotation in all of them.

WITH YOUR NAMING STRATEGY SET, YOU CAN PROCEED TO THE NEXT EXCITING PHASE - IDEA GENERATION. LET THE CREATIVITY FLOW!

STEP 4

GENERATING IDEAS FOR YOUR BRAND NAME



SINCE WE HAVE AI TOOLS,
WE NEVER HAVE TO START
FROM A BLANK PAGE

This phase is **all about quantity** – the more names you churn out, the better. Harness every tool within your reach.

- Delve into dictionaries.
- Draw the emotional mind map.
- Employ artificial intelligence.
- Explore word plays.
- Ponder over metaphors.
- Consider different languages.
- Invent new words or skip letters
- Talk to people, talk to Chat GPT
- Mix everything together

WRITE ALL IDEAS, FEELINGS, COLOURS, BRAND PROMISES, KEYWORDS, AND ANYTHING THAT COMES UP.

STEP 4

GENERATING IDEAS FOR YOUR BRAND NAME



What do I do when I have to invent names?

Exactly what I have advised here so far. Just the first steps are done together with the client.

Once I have many ideas - I go for a long meditative walk, often in the forest, and I connect to the client's vision, consider the aspirations of their ideal customers, and blend these aspects into a mix of possibilities, where from the final few name ideas will emerge.

When it comes to generating name ideas, it's entirely up to you how many people you involve. A wide variety of perspectives can contribute to a pool of diverse, vibrant ideas, pushing the boundaries of creativity. Focus groups are great for catching the feel.

NEVER FORGET YOUR VISION, AND WHO YOUR CUSTOMER IS!

A great example is Ralph Lauren's naming story. After the decision to make his luxury fashion brand, Ralph Lauren called his friend for advice. He was choosing between 'Players' and 'Polo'. A friend advised him to choose 'Players' as it was more universally relatable to everybody.

However, **Lauren chose 'Polo' because his brand wasn't for everyone.** His vision was clear, and he didn't let popular opinion dilute it.

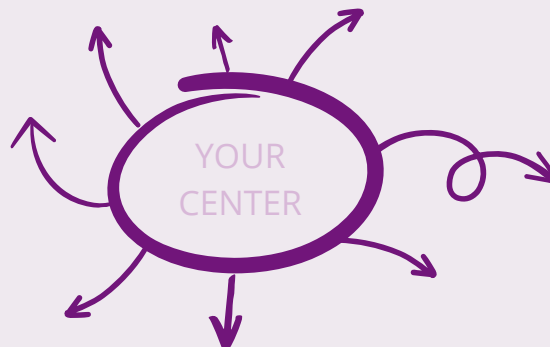
The perfect name is user-friendly.

It should be easy to say, remember, write, and, most importantly, **easy to find online**. Given that consumers commonly turn to search engines like Google to find brands, **a unique** and non-generic name will stand out amidst the digital clutter.

THIS STEP IS A MIXTURE OF CREATIVITY AND STRATEGIC THINKING

HAVE YOU TRIED A MINDMAPPING?

Mind mapping is a visual thinking tool that helps you generate, organize, and explore ideas in a highly creative and structured way. It's a technique that encourages free thinking, enabling you to connect thoughts, concepts, and keywords visually. By doing so, you can uncover unique and compelling brand name ideas that resonate with your vision and mission.



If you ask - What goes in the centre of the mind-map?

- The choice is yours, as this is your business. Here are some tips:

1. **Brand Essence:** Consider placing a keyword or phrase that embodies the fundamental essence or identity of your brand. This could be a word or idea that defines the unique qualities you want your brand name to communicate.
2. **Vision and Mission:** If your brand's vision and mission statements are concise and impactful, you can use them as the central element. This helps ensure that your brand name aligns with your overarching goals.
3. **Target Audience:** Sometimes, focusing on your ideal customer or target audience can be a great starting point. Place keywords or descriptors related to the needs, aspirations, and preferences of your target audience in the centre.
4. **Product or Service:** If your brand is closely tied to a specific product or service, consider placing its name or a keyword related to it in the centre. This can help you brainstorm names that directly relate to what you offer.
5. **Values and Identity:** If your brand is built around specific values or has a unique identity, use keywords representing these values or identity traits as the central element.
6. **Industry or Niche:** If your brand operates within a particular industry or niche, placing relevant industry keywords in the centre can help you brainstorm names that resonate with that industry.

When it comes to idea generation - whatever works!

STEP 5

TRADEMARK SEARCH INSPECTION AND TESTING

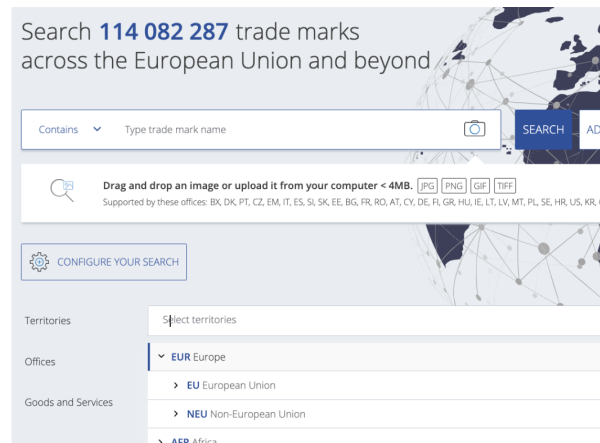
When you have great and fitting name ideas, the next step is checking and validation. Proper search is critical and will help you ensure that your chosen names do not conflict with registered or unregistered trademark rights across all your target markets.



Even though Google is not where you can conduct trademark prior right search, this search engine serves well for the initial online screening. It can save you from choosing a name that might be similar or cause confusion with existing brands that are already available in the marketplace.

Once you've checked the digital landscape, the next vital phase is conducting a prior rights search in **official trademark databases**.

If you go for free trademark databases, I would suggest you check [TMview](#) and the [Global Brand Database](#). Each database offers different territories and different search strategies.



TMview - an online platform that allows users to search and access trademark information from multiple national and regional trademark offices across Europe and beyond in a unified database. TMview is a collaborative project of the European Union Intellectual Property Office (EUIPO) and the participating national and regional trademark offices.

The Global Brand Database is an online platform provided by the World Intellectual Property Organization (WIPO) that offers access to a comprehensive collection of global trademark information from various national and international trademark databases.

STEP 5

TRADEMARK RIGHT PRINCIPLES

In carrying out a trademark search or considering the registration, three fundamental principles of trademark rights must guide you:

TERRITORIAL PRINCIPLE

According to this principle, the protection of a trademark is limited to the geographical area where it is registered. For instance, a trademark registered in the European Union will be protected in all its 27 member states but won't extend its rights to countries like Norway, Great Britain, or the United States.

PRIORITY DATE PRINCIPLE

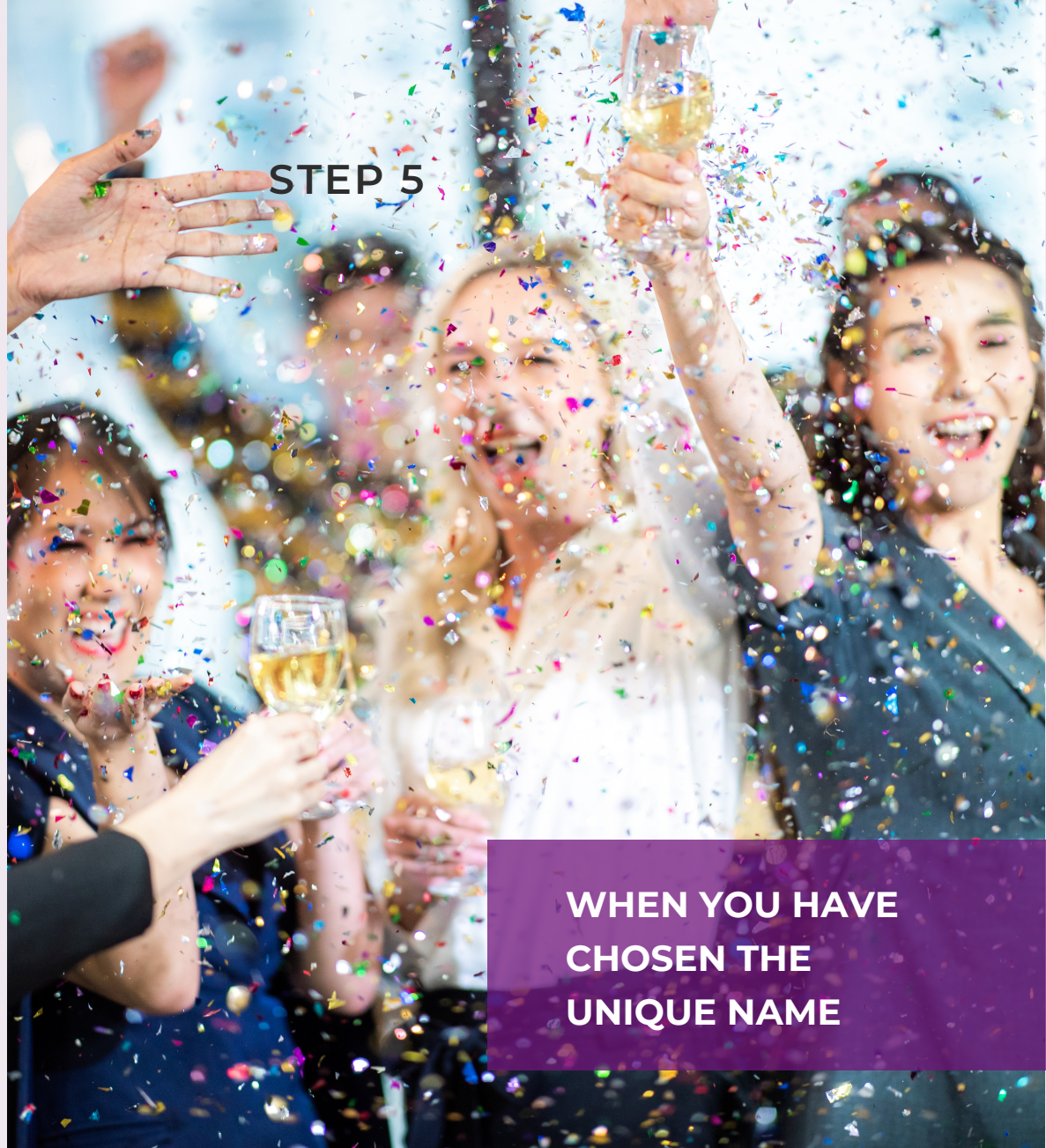
This principle dictates that the individual who first files an application for the protection of a specific sign will hold exclusive rights to use that sign. In essence, the effective date of a registered trademark is the date of its initial application or the priority date, if applicable.

LIST OF GOODS AND SERVICES PRINCIPLE

This principle specifies that a trademark is protected only for the goods or services listed in its application. If a company wishes to expand its range of goods or services, it must submit a new trademark registration application.

Note that **well-known trademarks** and those **with a reputation** can claim **broader protection** that exceeds the list of goods and services included in their registration.

Avoid names that resemble those of other companies' brands or product names, even if those names are not protected by registration. **Stand unique and respect others' identities.** This practice will make way for establishing a distinct brand image.



STEP 5

WHEN YOU HAVE CHOSEN THE UNIQUE NAME

Congratulations on crossing this vital milestone of selecting a brand name! Your dedication and creative efforts have led you to a name that represents your vision, resonates with your target audience and is unique in your chosen marketplace.

But the journey doesn't stop here. The next step is ensuring your name's safety with the trademark registration.

WE'RE HERE TO ASSIST YOU

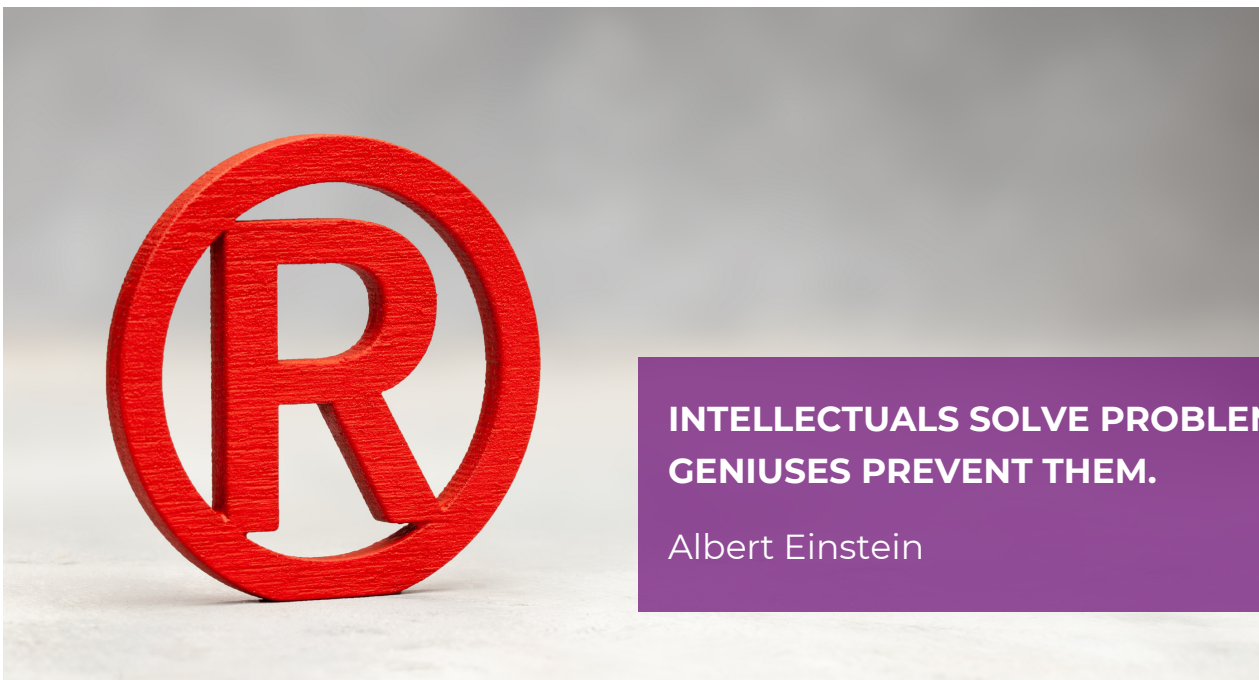
Deciphering search results and interpreting them accurately can be a challenging task. If you need help, feel free to reach out to us.

Selecting a unique and inherently registrable name which doesn't infringe on the rights of prior holders can save you a lot of future hassles, including avoiding potential litigations or the need to rebrand.

STEP 6

TRADEMARK REGISTRATION

THE PIVOTAL PHASE OF CRAFTING A ROBUST DEFENCE STRATEGY AND REGISTERING TRADEMARKS CORRECTLY AND TIMELY.



INTELLECTUALS SOLVE PROBLEMS,
GENIUSES PREVENT THEM.

Albert Einstein

THE REGISTRATION STRATEGY INVOLVES:

1. Pinpointing vital geographic locations where protection is necessary now and will be necessary in the foreseeable future.
2. Undertaking a precise classification of goods and services, utilizing the Nice Classification system.
3. Selecting the optimal registration system and strategy that aligns with your business goals is cost-optimal and convenient to use.
4. Filing a thorough and accurate registration application, taking into consideration the future brand monetisation strategy.

STEP 6

TRADEMARK REGISTRATION



TRADEMARK RIGHTS
ARE TERRITORIAL.

Trademarks operate on territorial principles, and their registration can be achieved by **wisely selecting and blending various systems and strategies:**

NATIONAL TRADEMARK REGISTRATION

If you choose this - the registration is executed separately in each country. You must submit your application to the Intellectual Property authority of the respective country.

REGIONAL TRADEMARK REGISTRATION

The most utilised is the European Union trademark registration system that instantly covers all 27 European Union nations. The trademark application must be submitted to the European Union Intellectual Property Office (EUIPO).

Other regional registrations include the Benelux trademark registration (Belgium, the Netherlands, and Luxembourg) and the African Regional trademark registration (17 OAPI member states)

INTERNATIONAL TRADEMARK REGISTRATION

The international trademark registration system, coordinated by the World Intellectual Property Organization (WIPO), commonly known as the Madrid System, facilitates the registration of trademarks in over 120 countries (as per your preference). The prerequisite is that your international trademark registration must be based on a foundational national or regional trademark application or registration.

STEP 6

TRADEMARK REGISTRATION



FOR THE SAFETY AND VALUE OF YOUR BRAND

Ieva Zvejsalniece
European Trademark & Design Attorney
Intellectual Property Manager and Appraiser
Brand Naming and Protection Expert

Trademark rights are my favourite intellectual property rights because they are **only registerable IP rights that can last forever**. With trademark registration, you can protect the basic elements of your brand. You can sell, invest, or license trademarks in any country you want.

+ Trademark registration is one of the most simple, affordable and profound actions to take to protect your brand worldwide.

WE'RE HERE TO ASSIST YOU

We provide comprehensive trademark registration packages that encompass strategic planning, correct classification, prior rights search, and global registration.

Because we understand that your trademark is the bedrock of your brand, and it holds the potential to become your most valuable asset.

**SECURING TRADEMARK
THROUGH PROPER AND
TIMELY REGISTRATION IS
A STRATEGIC MOVE THAT
SAFEGUARDS YOUR
BRAND'S IDENTITY.**

Remember, this step is not just about legal compliance; it's about fortifying the cornerstone of your business — your brand. It's about making sure your brand's name, which you've thoughtfully chosen, is safe, secure, and **exclusively yours**. Trademark registration will allow you to use and forbid others to use identical or similar names (or anything that you have trademarked) in relation to goods and services your trademark covers.

STEP 7

EXERCISING TRADEMARK RIGHTS

Step 7 brings us to the essential task of exercising your trademark rights.



MAINTAINING CONTROL
OVER YOUR BRAND NAME
AND CRUCIAL TRADEMARKS
IS THE KEY.

Trademarks hold validity for a decade from the application date upon registration. As this period draws to a close, the registration can be extended for subsequent ten-year terms and so forth indefinitely. This makes trademark rights the only intellectual property rights without an expiry date.

Nevertheless, it's critical to remember that ensuring no unauthorized usage of your intellectual property falls under the purview of the owner. **The responsibility to safeguard and monitor trademark rights rests on your shoulders.**

- After registration use trademarks appropriately and accurately.
- Monitor trademarks and domain names.
(By yourself or entrust this to a professional service provider.)
- You may also request import supervision from customs authorities.
- To signify your rights, use the symbol (R) adjacent to a registered trademark.
- Upon noticing any infringement, take immediate action.

In conclusion, vigilance and proactive response are critical when exercising your trademark rights. Protect your brand and your identity, and ensure your trademark rights are respected and upheld. Because, at the end of the day, **your brand is what your business, investments in marketing, relationships, and sales are based on.**

7 STEPS TO PERFECT TRADEMARK



1.

DEFINE YOUR VISION AND MISSION

2.

IDENTIFY YOUR TARGET AUDIENCE AND IDEAL CUSTOMER

3.

SET YOUR BRAND STRATEGY AND DEFINE NAMING TASK

4.

GENERATE (AS MANY AS YOU CAN) NAME IDEAS

5.

PICK THE BEST NAME AND CHECK IF IT IS UNIQUE

6.

APPLY FOR THE TRADEMARK REGISTRATION

7.

MONITOR BRAND AND EXECUTE YOUR RIGHTS



ENJOY THE PROCESS AND HAVE A GREAT SUCCESS!

NAMING YOUR VISION

Creating a strong, unique, and properly protected name is one of the most crucial steps in shaping your brand's identity and business safety.

The process involves a blend of creativity, strategic thinking, and legal know-how. Through each of the steps we've outlined - from brainstorming to exercise of rights - you're carving out a distinct space for your brand, making it memorable and enduring in the hearts and minds of your target audience.

IN CONCLUSION

We understand that this process can seem overwhelming, especially when you're juggling the many responsibilities of building a business.

That's where we can step in.



LET'S CREATE A
LIFE-CHANGING BRAND
TOGETHER.

At Intellectual.lv, we're dedicated to guiding you through the brand and product naming journey, ensuring your brand name not only resonates with your vision but is also securely registered and protected.

**BOOK A FREE
CONSULTATION
ONLINE**

For a personalized solution, [book a consultation](#) with brand naming and protection expert Ieva Zvejsalniece on Zoom.

Together, we'll craft a brand that leaves a lasting legacy.

FOR THE SAFETY AND VALUE OF YOUR BRAND

At Intellectual Agency, we're your brand's faithful guardians. Whether it's naming or trademark registration we've got it under control.



FREE RESOURCES

Explore our website blog and follow our Instagram @intellectual.agency for invaluable insights, advice, and the latest brand naming updates.



EXPERT GUIDANCE

Need a personalized strategy, advice or a new brand name? Book a consultation with brand naming and protection expert Ieva Zvejsalniece online.



BRAND PROTECTION

To build a business on safe grounds your brand name must be properly and timely protected with a trademark registration. We are here to help with this.



We trust these 7 steps will lead you to the perfect trademark, but if you ever feel uncertain at any stage of this journey, don't gamble with your brand. Reach out to us; we're here to assist or do it for you.



INTELLECTUAL AGENCY

GET IN TOUCH

We welcome your inquiries and feedback.
Please don't hesitate to contact us using the information below:

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