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Protect your brand worldwide

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Global protection for your company's trademark requires more than just adhering to U.S. regulations.

Even if you have registered your trademark with the U.S. Patent and Trademark Office, it will not be registered and receive protection overseas without additional steps. Each country has its own laws.

There are a couple of ways to proceed.

The first is to apply for trademark protection in each country where you want to sell your product.

The second, and more efficient option, is to use the World Intellectual Property Organization's Madrid System. The Madrid System is a treaty many countries have signed allowing one trademark registration application to function as an application in multiple countries.

Each nation still reserves the right to deny your trademark application, but the Madrid System allows the one you file in your home country to apply in other countries.

For more information on trademark registration within the U.S., go to www.uspto.gov. For information on international trademark registration, go to wipo.int/trademarks/en.

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