

TRADEMARK BASICS: What is a Trademark? Can I trademark a slogan?

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What is a trademark? A trademark is a word, phrase, symbol or design, or a combination of words, phrases, symbols or designs, that identifies and distinguishes the source of the **goods** of one party from those of others. Likewise, a service mark is a word, phrase, symbol or design, or a combination of words, phrases, symbols or designs, that identifies and distinguishes the source of the **services** of one party from those of others.

So, for example, if you see a trademark “X” you can determine the source of the manufacturer of the product associated with X. That’s a trademark.

However, we are typically asked to trademark a slogan, for example, “This is my slogan”. The question that we will ask you is how does this “This is my slogan” identify and distinguish the source of the goods? Typically, the answer is that it doesn’t. However, this doesn’t mean that the slogan can’t eventually be trademarked. If you have a slogan that you want to trademark, give us a call at (860) 368-0040.