



**A & S** LAW WEEKLY

**Week - 1**



**TRADEMARKS**



[WWW.ASLAWONLINE.COM](http://WWW.ASLAWONLINE.COM)

## TABLE OF CONTENTS

<b>S.NO</b>	<b>TOPIC</b>	<b>CONTENT</b>	<b>PAGE</b>
1.	7 Stages to Register your brand	Article	3
2.	Refusal of Trademark Registration	Article	4
3.	All You Need To Know Before Registration Of A Trademark	Video	5
4.	Refusal of Trademark – Relative grounds	Poster	6
5.	Stages involved in opposition of a Trademark	Poster	7
6.	Essentials of Assignment of Trademark	Poster	8
7.	Duration and Renewal of Trademark	Poster	9
8.	“Decoding Trademark status”	Video	10

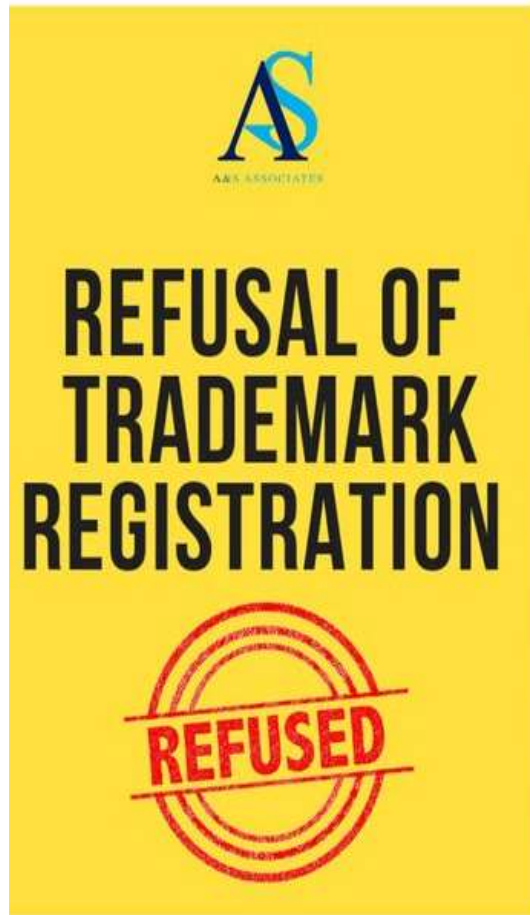
## **7 STAGES TO REGISTER YOUR BRAND**



Article Link :

<https://aslawonline.com/all-you-need-to-know-about-trademark-registration-process/>

## REFUSAL OF TRADEMARK REGISTRATION – ABSOLUTE GROUNDS



01

Devoid of distinctive character

02

Which has already earned its name

03

Customary and established marks

04

Deceiving or confusing the public

05

Religiously susceptible

06

Obscene or scandalous

07

Prohibited under the Emblems and Names Act, 1950

08

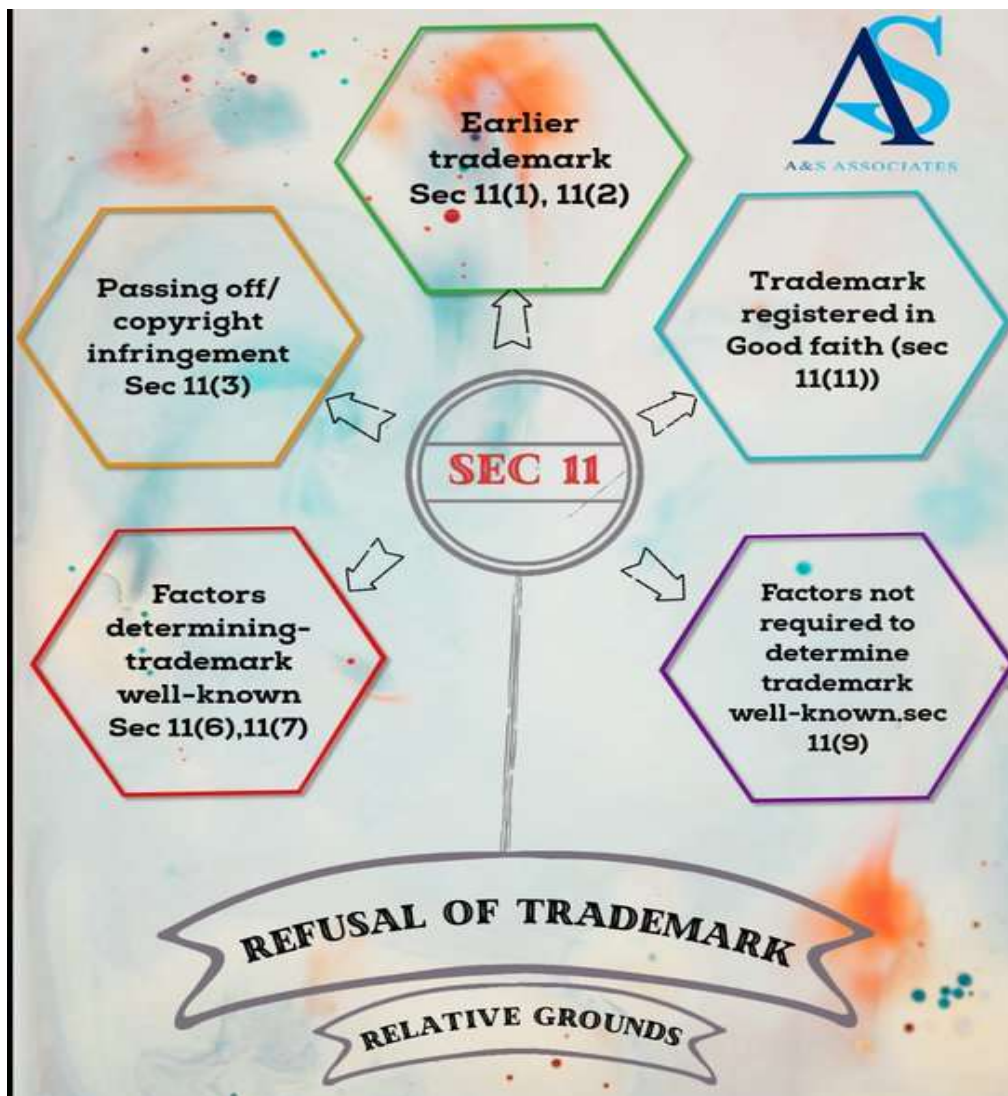
Good without shapes are prohibited

Article Link : <https://aslawonline.com/when-will-a-trademark-gets-refused/>

**ALL YOU NEED TO KNOW BEFORE REGISTRATION OF A  
TRADEMARK**

Youtube Video Link : <https://youtu.be/lfO5Zbl77Dc>

## REFUSAL OF TRADEMARK – RELATIVE GROUNDS



## STAGES INVOLVED IN OPPOSITION OF A TRADEMARK



# ESSENTIALS OF ASSIGNMENT OF TRADEMARK

## ASSIGNMENT OF TRADEMARK



WRITTEN  
AGREEMENT



ASSIGNOR &  
ASSIGNEE



EFFECTIVE DATE



IDENTIFY THE MARK



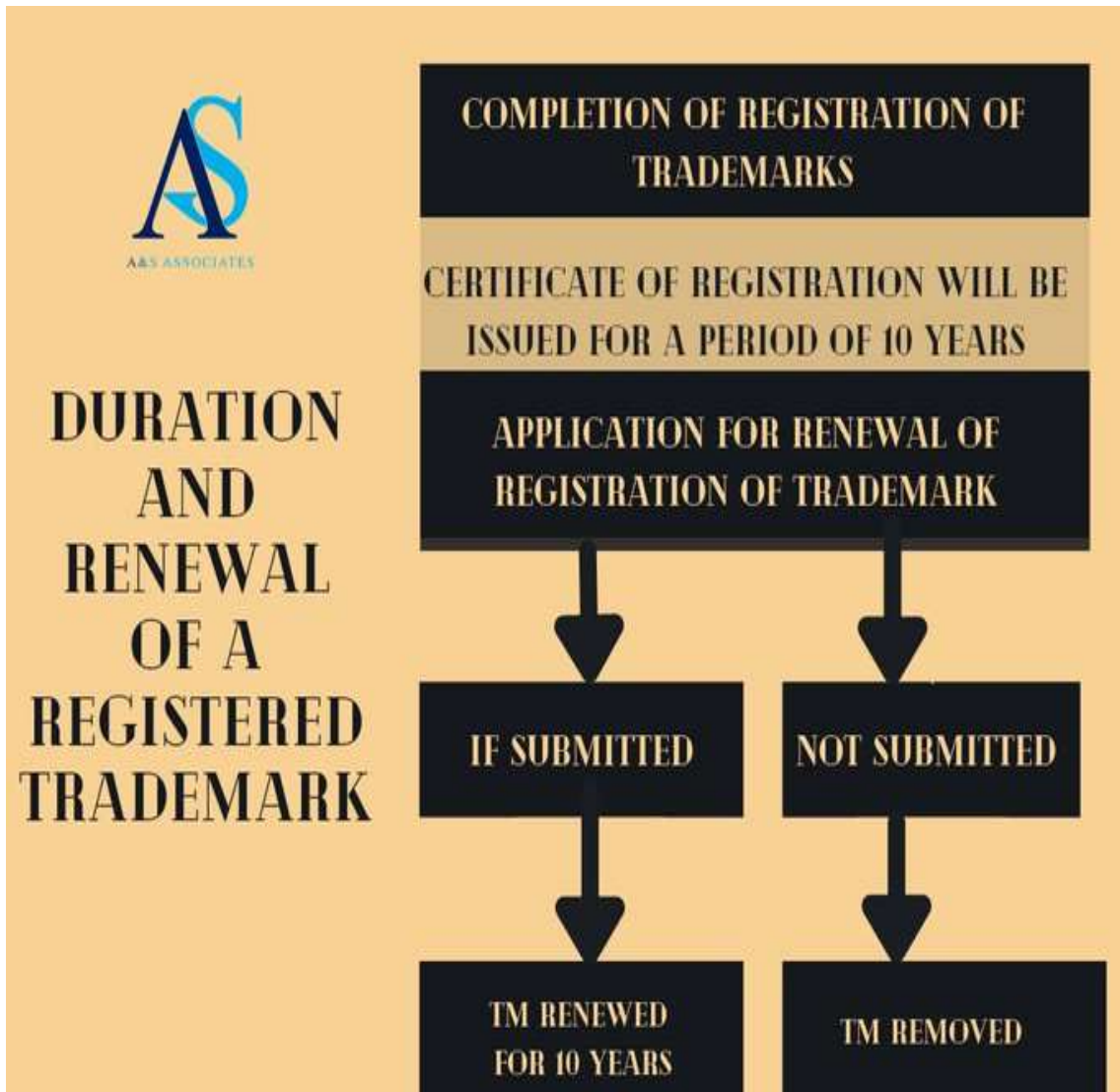
CONSIDERATION



GOODWILL



## DURATION OF RENEWAL OF REGISTERED



## **DECODING “TRADEMARK STATUS”**

Youtube Video Link : [https://youtu.be/Fj0PYtz7\\_6g](https://youtu.be/Fj0PYtz7_6g)