



BONAMARK

Trademark Protection Guide

International Trademark Registration



Trademark Basics

Trademark

A type of intellectual property that provides legal protection for a brand name, logo, or slogan representing a particular product or service.

Class

A group of similar products or services associated with your mark.

Trademark Registration

A legal process that grants the owner exclusive rights to use the mark in connection with their products or services, and it can also provide legal remedies for infringement.

Trademark Filing

The initiation of the trademark registration process. This involves preparing the requisite documents and submitting them along with the government fee.

Government Fee

A fee collected by the government at the Trademark Office to examine and register your trademark.

WIPO (World Intellectual Property Organization)

A global organisation that assists in protecting intellectual property (IP) rights across multiple countries.

Home (Base) Mark

A trademark registered in your home country, serving as the basis for international trademark applications through systems such as WIPO.

Checking Availability

Before registering a trademark, it is essential to check its availability both internationally (WIPO) and locally. The following information provides an understanding of the process.

WIPO Check

To ensure your trademark is available, you'll need to check the WIPO Register. This international registry offers a centralised search for trademarks.



Local Check

It's crucial to check the national registers of the countries where you plan to use your trademark. This extra step safeguards your brand name on a local level.



Be Budget Wise

Optimise financial resources by prioritising spending, minimising costs, and aligning expenditures with strategic goals. Focus on the most important countries first.

- **Multi-country Coverage:** The more countries, the higher the price.
- **Estimated Cost "By default 1 class included": 400-500 USD** per country.
- **Additional Classes: 400 USD** per each additional class.

Estimate Example:

Number of Countries	Number of Classes	Price
1 Country	1 Class	400 - 500 USD
2 Countries	1 Class	800 - 1000 USD
2 Countries	2 Classes	1600 - 2000 USD

"Note: The price varies depending on the country"

Registration Methods Comparison

Trademarks can be registered internationally via WIPO or nationally through country offices. Refer to the table below for requirements.

 REQUIREMENTS	 WIPO	 NATIONAL
Time Required	- To find total duration: (Local mark + WIPO processing + International Countries) - USA: 16 + 3 + 18 months	- EU: 6 months - USA: 16 months - UK: 4 months - Brazil: 11 months - Australia: 7 months
Documents Required	- TM Application - List of goods/services - Translation (some countries) - Power of Attorney (in case of objections)	Varies by country (some require a legalized power of attorney)
Countries	131 countries	All countries globally

“Click to see the [WIPO's Countries List](#)”

VS Pros & Cons: WIPO vs National

Discover the benefits and drawbacks of WIPO and national trademark registration. Check below to choose the best option for your needs.



PROS & CONS



WIPO



NATIONAL

Pros

- ✓ Cost-effective for 5+ countries
- ✓ Single application for multiple countries

- ✓ Faster and more flexible
- ✓ Local partner handling the process
- ✓ Higher success rate
- ✓ Easier to enforce

Cons

- ✗ If Home Mark is canceled, WIPO extension is canceled
- ✗ Slowest method
- ✗ Less flexible
- ✗ Easy to miss deadlines
- ✗ Local objections require a local representative

- ✗ Higher cost
- ✗ Separate documents for each country
- ✗ Multiple partners and high bank fees



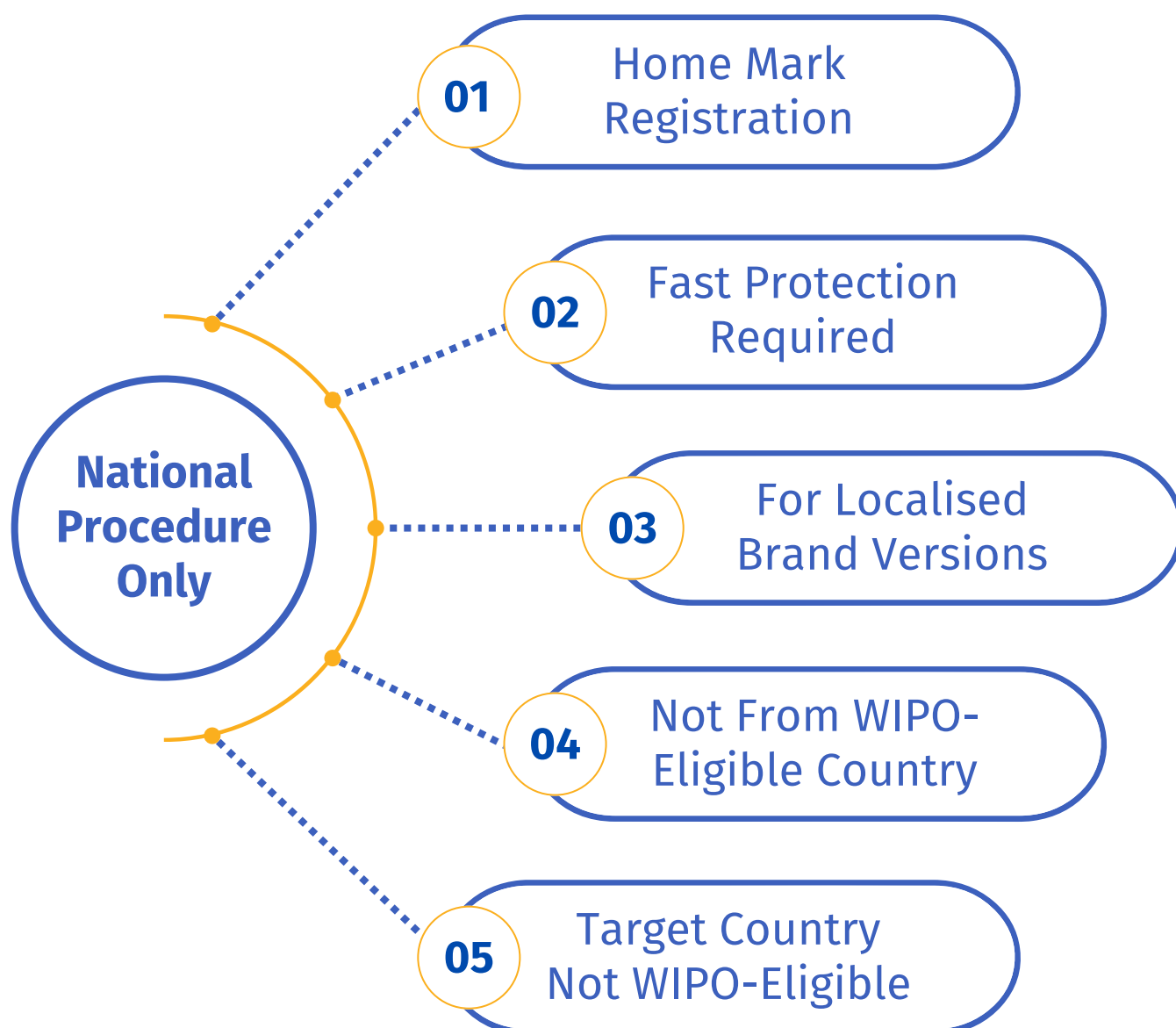
Post-Registration Maintenance

The scheme below compares the differences between handling cases via WIPO and national procedures.



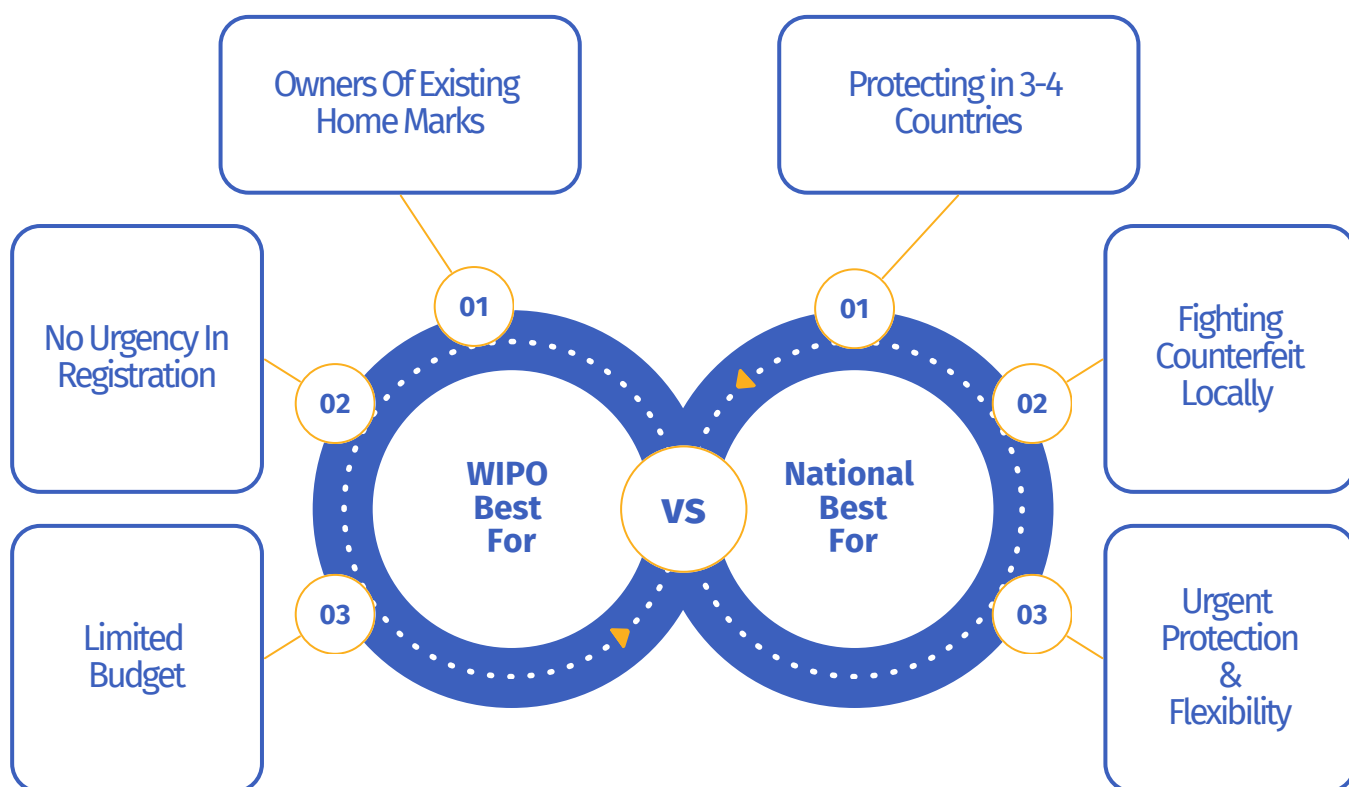
National Procedure Only

In some cases, the national procedure is the only option for trademark registration. See below when this is the case.



WIPO or National Choice

Deciding between WIPO and national trademark registration depends on your needs and goals. The scheme below will help you make the best choice for your situation.



ABOUT BONAMARK

Established in 2016, Bonamark manages a network of attorneys in over 180 countries and can make the national procedure as straightforward and efficient as the WIPO registration process. We will take care of all communication with attorneys, prepare the required documents, and handle all payments, deadlines, and notifications. [Bonamark.com](https://bonamark.com) and its attorneys have successfully registered over 20,000 trademarks and patents in the last eight years.

Contact us at: support@bonamark.com.