



TRADEMARK REGISTRATION

PROTECT YOUR BRAND

GIVE VALUE TO YOUR PROJECTS

MAXIMIZE YOUR ASSETS

STAND OUT FROM THE CROWD





WHY REGISTER YOUR TRADEMARK?

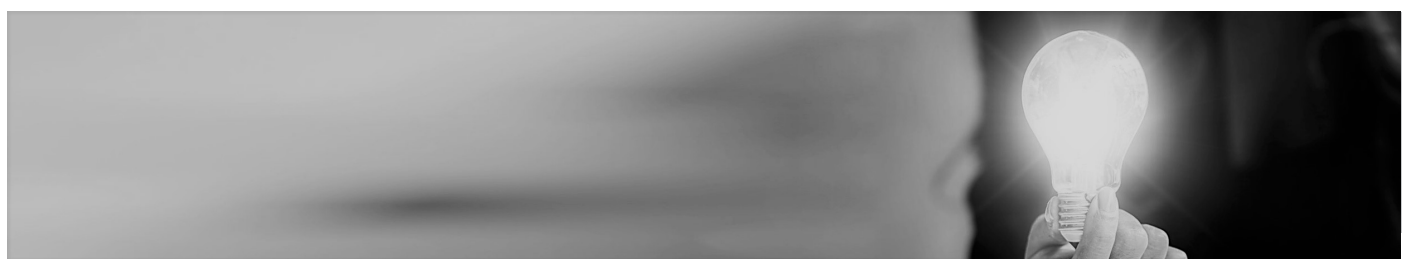
A trademark is often one's most valuable asset, hence the requirement of maximum protection under the laws of the market within which one operates.

With the ever-growing influence that technology has on our lives, and the radical increase in screen time, the use of brand identifiers and marks has become more vital than ever. The growing competition between established enterprises and start-ups alike for a couple of minutes of consumer attention has continued to grow.

STAND OUT FROM THE CROWD

Once you have registered the identity of a brand, the sky is the limit! Having the correct legal certainty brings confidence to business owners who are wishing to promote their brand.

Knowing that your intellectual property is legally protected, you can focus on more growth. From the most known word marks and figurative marks to the novel multi-media marks, the possibilities for a business to register its identity are endless.



BENEFITS



Fast-Turnaround time



10 year protection



Different options available



Protects your identity



WHAT ARE YOUR OPTIONS?

Malta, being a European Member State since 2004, offers three routes for trademark protection, depending on the business needs of the applicant. One can register a national/domestic trademark directly in Malta with the Malta Intellectual Property Office or obtain protection via the Community Trademark registration route, the latter having the added advantage of covering 27 countries within the EU. Alternatively, one can explore international trademark protection under the Madrid System.

MALTA TRADEMARK

The main law governing trademarks in Malta is the Malta Trademarks Act. The Act defines a trademark as any sign capable of being represented graphically; and which is capable of distinguishing goods or services of one undertaking from those of other undertakings.

Under the Malta Trademarks Act, a trademark may consist of words (including personal names), figurative elements, letters, numerals or the shape of goods or their packaging. Registration under this Act would ensure protection in the Maltese territory.

EU TRADEMARK PROTECTION

Alternatively, one can avail of an EU-wide trademark protection system via the EUIPO. With a single registration in one's preferred European language, one can ensure protection over all EU member states at a reasonable cost. This means that thanks to a one-time procedure done with the EU wide trademark agency, one can enjoy protection in a market of almost 500 million consumers for a period of ten years, which can be renewed.

INTERNATIONAL TRADEMARK PROTECTION

The Madrid System is ideal for ensuring worldwide protection through a convenient and cost-effective system. With a single application, one can apply for protection in up to 125 signatory countries. The list of participating countries is constantly on the increase, as this approach proves to be advantageous for enterprises. As things stand, the territories that have adopted the Madrid System represent over 80% of world trade. With over 1.3 million trademarks registered, this is the route of choice for export-oriented brands that are interested in obtaining global protection for their distinct marks.

WHAT CAN BE REGISTERED?



Word



Image



Sound



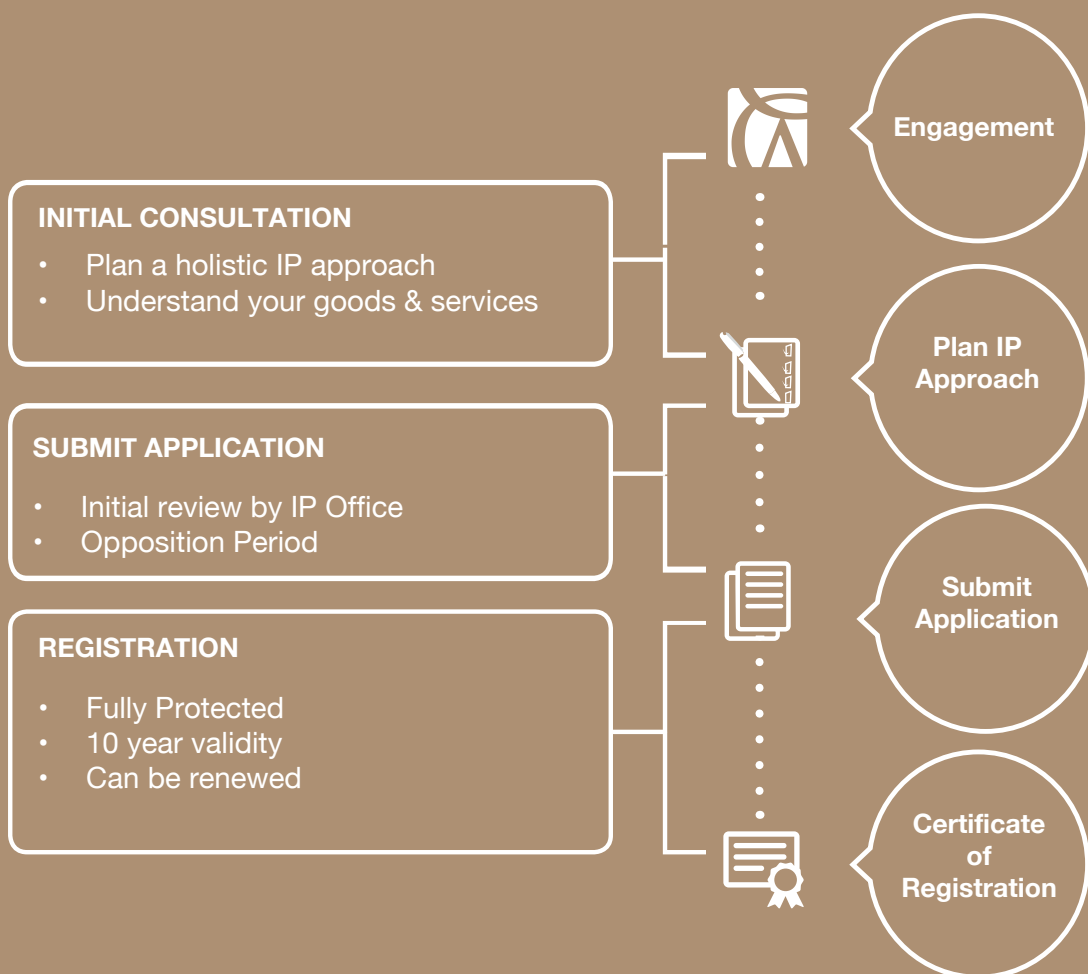
Shape



Colour

TRADEMARK REGISTRATION

Application Process



WHY WORK WITH US?



Problem Solving,
Integrity, Honesty



Multi-Disciplinary:
Legal, Tax & Corporate



We're lawyers:
Lawyer-client
privilege



Commercially Aware,
Results Oriented



Malta-Cyprus
Lawyers,
Tax advisors,
Fiduciary staff: 100+



Our Ethos:
Big firm expertise,
Small firm personal



CHETCUTI CAUCHI
ADVOCATES

Malta



Dr Maria Chetcuti Cauchi
Senior Partner, Property & Projects
mcc@ccmalta.com
ccmalta.com