



Making A Mark

**The Importance of
Trademarks in Establishing
Distinct Identity in the
Market Place**

BY P. KANDIAH





Businesses need repeat sales/customers to remain in business



Why do customers come back to same product or service provider?

- Satisfied with quality, design, price, service standard, etc.
- Need for an effective reminder of the product or service
- Need for a sign for effective recall





“Trademark” plays multiple roles

- Assurance of quality
- Reminder of satisfaction in previous purchase
- Trust mark



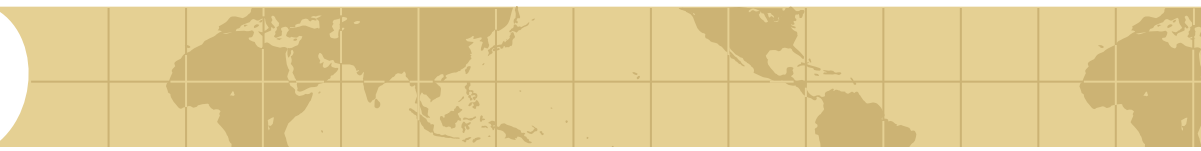


Recall the marks in your house from time you get up from bed until you reach your office



Trademarks play a very intrusive role in our daily lives





When you think of What brand comes first to your mind?

Fast food
Athletic shoes
Cold non-alcoholic drink
Television set
Hand phone
Luxury car





Challenge is how to condition purchasers to want your product / service



Items previously sold as commodity

1. Chicken – Ayamas®...





2. Rice...





3. Sugar...





4. Fruits – Sunkist®...





5. Telephones – SONY®, PANASONIC® ...





6. Cooked Corn – Nelson's®...





7. Coffee – Starbucks®, Maxwell®, Nescafé®...





Next phase is how to convert a “trademark” into a “brand”, a “trusted mark”

■ Branding

Creating an emotional appeal to product or service. Building a valuable brand.

- Product / service / process – satisfactory?**
- Service – fast, efficient?**
- Feeling / how were you treated?**



To function as a trademark especially in consumer goods, the trademark must ...

- **Be easy to recall**
- **Be easy to pronounce**
- **Not be vulgar / obscene / have a negative meaning**
- **Easy to search on internet / Google search engine**





Should companies use the trademark of their product/service as the name or part of the name of the company?



Should trademark of product/service be same as the company name?





KASS



SONY®

Panasonic

ROYAL SELANGOR®



PETRONAS



PROZAC®
fluoxetine hydrochloride

P&G



Microsoft®



LIPITOR®
atorvastatin calcium
tablets

BONIA



Secret Recipe®

Air Asia

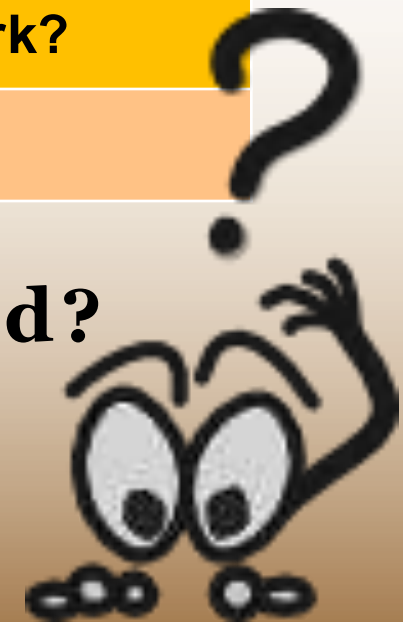


Unilever



WHY	register a trademark?
WHERE	to register a trademark?
WHEN	to register a trademark?
WHO	to register a trademark?
In WHAT	languages to register a trademark?
HOW	to register a trademark?

WHAT should be registered?





Different types of trademark registration

1. Trademark for Goods

2. Trademark for Services

3. Certification Mark

4. Collective Mark

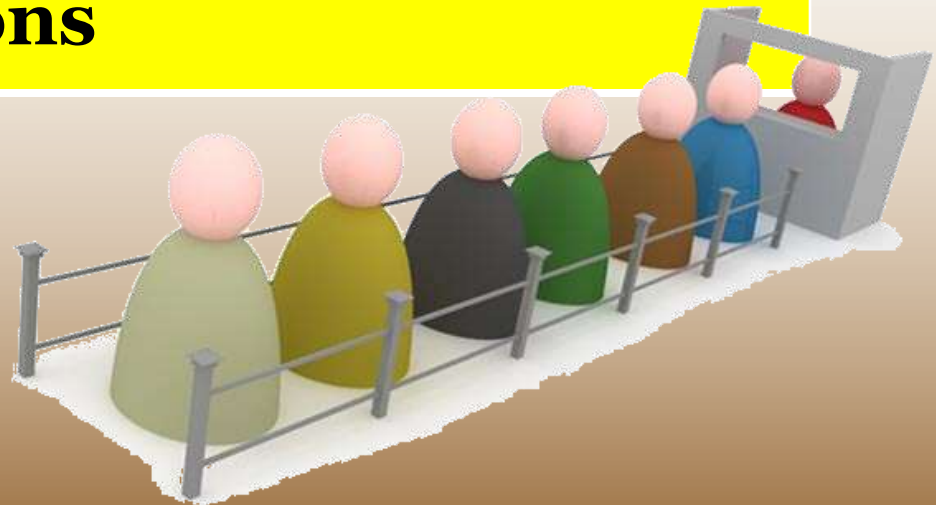
5. Geographical Indication





How long does a trademark registration last?

Generally for 10 years but can be renewed every ten years subject to terms and conditions





Who can own a trademark?

1. A person
2. A partnership
3. A company
4. A society, association
5. A certifying body





TRADEMARKS

A trademark is essentially a way of differentiating the products of one business from those of another. It helps to identify the source of goods and services and can become a unique sign or symbol which is instantly recognisable.

A trademark can be:

words:



numbers:



shapes:



letters:



slogans: i'm lovin' it

jingles:

Air on a G-string
Hamlet Cigars

sounds:



A dog barking
- Dulux

smells:



Darts smelling of beer
Unicorn Products Ltd.

logos:



colours:



Camping Gas

forms of packaging:



personal names:





Any
Questions?

Thank You



P. Kandiah

Tel: +603 2284 7872

Fax: +603 2284 1125

E-mail: ipr@kass.com.my