



FIRM FOR THE CULTURE

FIVE BENEFITS SOCIAL IMPACT ORGANIZATIONS RECEIVE FROM TRADEMARKING

1. EXCLUSIVE RIGHT TO MARK

Trademark law allows you to gain exclusive nationwide protection of your brand, which means you can stop other businesses from using similar brand names while marketing to similar consumers, particularly if they are not as committed to providing the same quality of services as your organization.

2. TRIPLE DAMAGES

With a registered Trademark, you're entitled to tripled damages, statutory damages in lieu of proving actual damages (in the case of counterfeiting), and attorneys' fees.

3. PROTECT YOUR DOMAIN NAMES AND SOCIAL MEDIA HANDLES

With Trademarks, you can stop others from adopting similar domain names or having similar social media handles. This means when someone searches for your services, your organization, and not a similar business with a similar name, will show up as the premier problem-solver to remedy issues and engage impact.

4. STOP IMPORT OF INFRINGING PRODUCTS

If your organization is making an impact on an international level, owning a Trademark will enable you to use the U.S. Customs Service to stop the importation of counterfeit merchandise. (See 15 U.S.C. § 1124)

5. UNCOVER PROBLEMS AS YOU SCALE YOUR IMPACT

As an organization engaging impact on a national scale, proceeding with unregistered marks means you risk running into major legal obstacles after spending capital to build national renown and recognition. Usually, such organizations are forced to proceed without attractive mark options and with high legal bills. Engaging the Trademark application process uncovers problems that are much more costly to address later, particularly as you grow and scale on a national level.

Ready to Protect Your Brand as You Scale Your Impact?
Visit FirmfortheCulture.com for more information