



# TRADEMARK



Product Name



Distinctive Mark



Company Logo

The brand name emblems and logos we all depend on to identify the products we use in our kitchen are often protected by trademarks. Trademarks cover just about any product, service, or label which you might find in your kitchen—such as the name on your refrigerator, the distinctively designed bottle of cooking oil, the packages of your favorite cookies, or the seal of approval from a standards organization.

Trademarks can be renewed as long as the associated products or services are still being used in commerce. This makes sense, because customers want consistency and reliability when they make a purchase.

## Why are trademarks important?

When the product is an appliance you trust to cook your food or keep it fresh, your relationship with a brand is almost personal. Over the years, we associate brands with our experiences with the products they represent, and—just like our human relationships—we love or leave based on our interactions with a brand because of our experience with that company's products. Trademarks also give us assurance that we can call someone if something is wrong with the product.

The kitchen is no place for dangerous counterfeits or fake products. Counterfeit goods take advantage of the trust relationship we have with certain brand names and sell us products which may not be equal in safety, quality or reliability, but which bear the trademarks of the companies and products we trust. Some of these fake products contain dangerous toxins which seep into your food, or defective parts which can lead to disastrous accidents in the kitchen.

Trademarks help consumers identify the brands they trust and avoid the dangers of counterfeit goods.





**IP DELIVERS**  
Infinite Possibilities

[www.IPdelivers.com](http://www.IPdelivers.com)