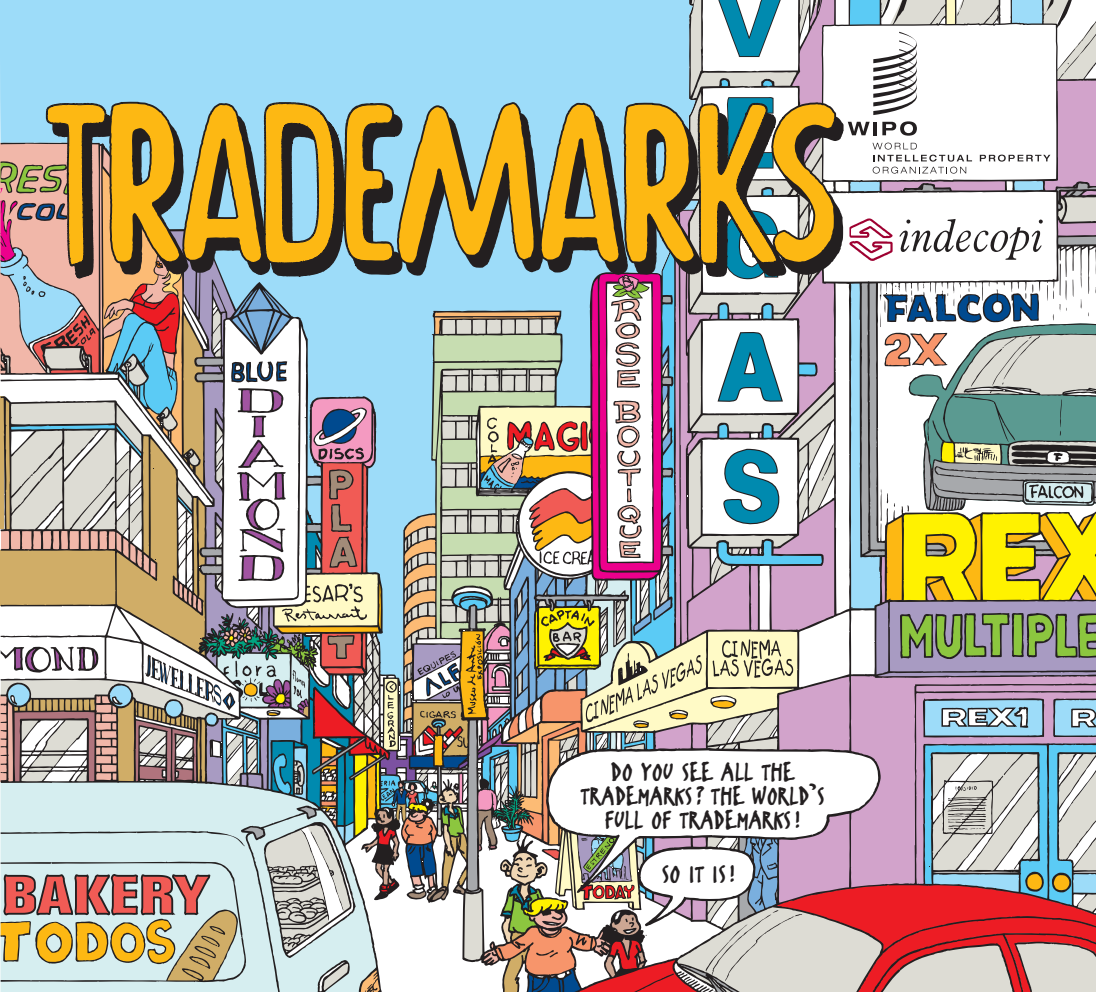


TRADEMARKS

WIPO
WORLD
INTELLECTUAL PROPERTY
ORGANIZATION

indecopi



FALCON
2X

REX
MULTIPLE

DO YOU SEE ALL THE TRADEMARKS? THE WORLD'S FULL OF TRADEMARKS!

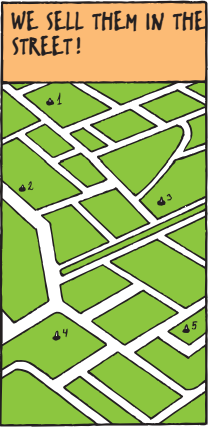
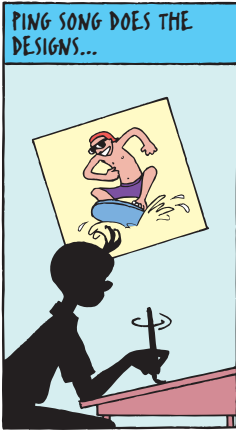
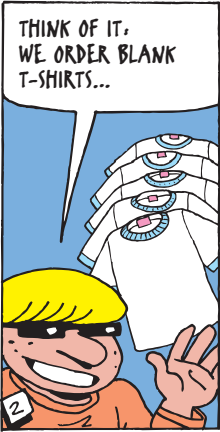
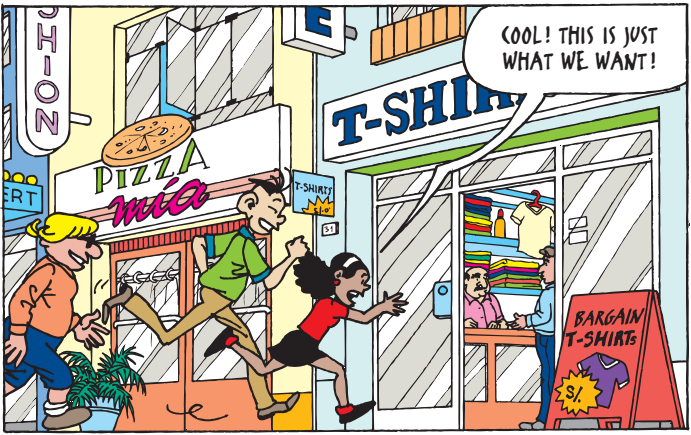
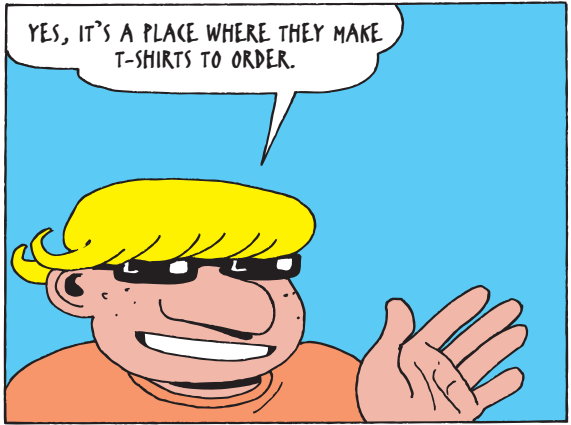
SO IT IS!

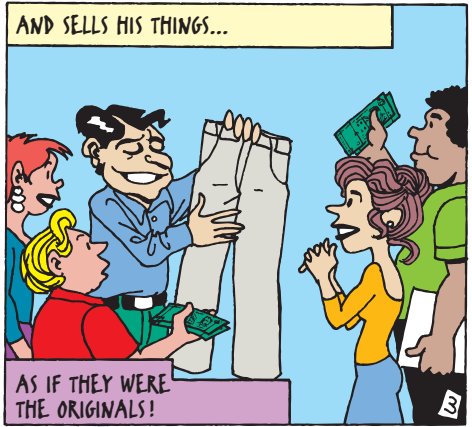
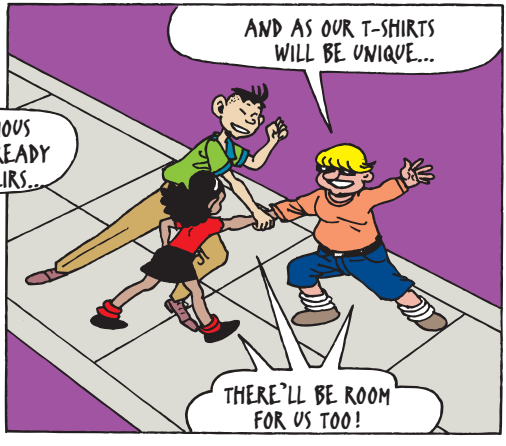
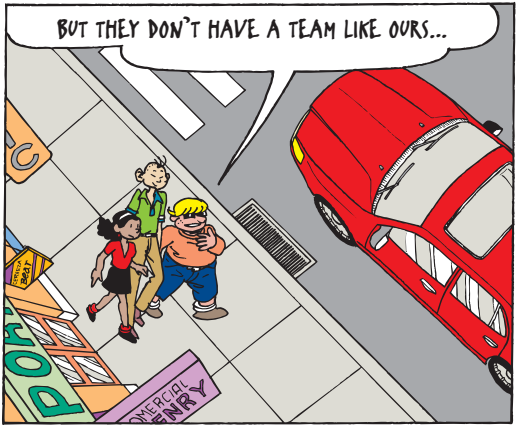
BY THE WAY, WE HAVE TO DECIDE WHAT OUR TRADEMARK IS GOING TO BE.

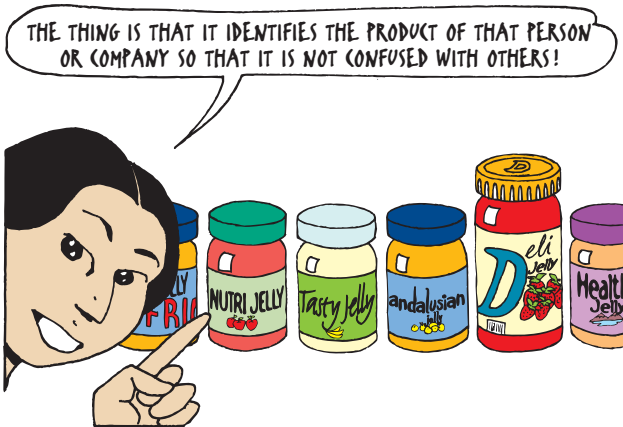
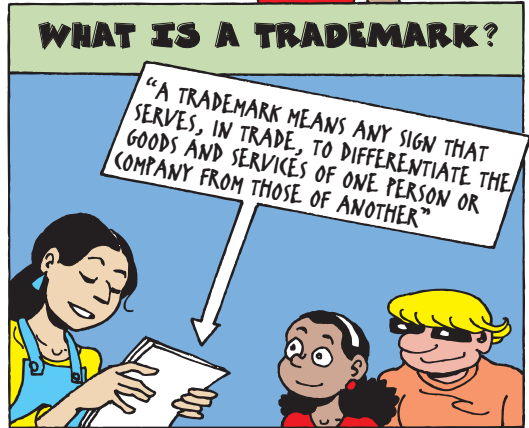
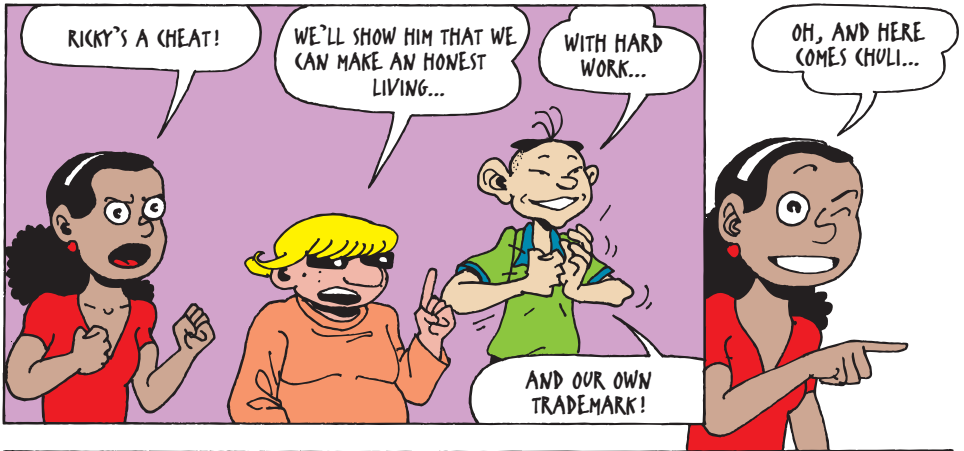
WE, PING SONG, ARE GOING TO MAKE HISTORY...

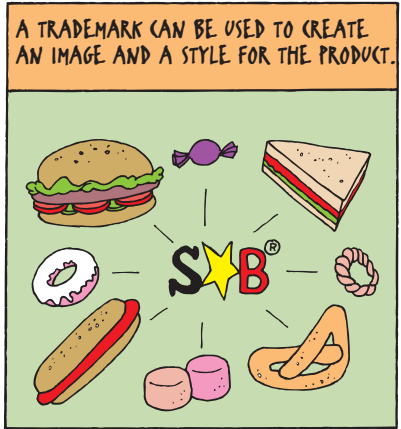
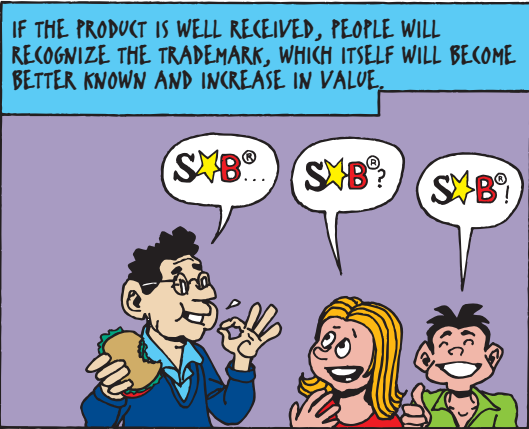
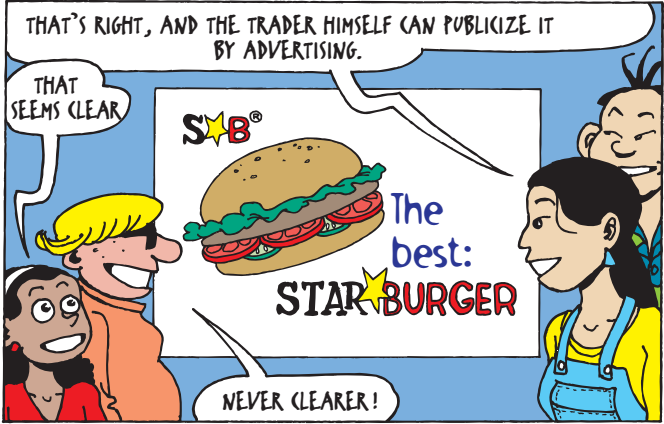
WHAT ARE THESE TRADEMARKS MARCO IS TALKING ABOUT?

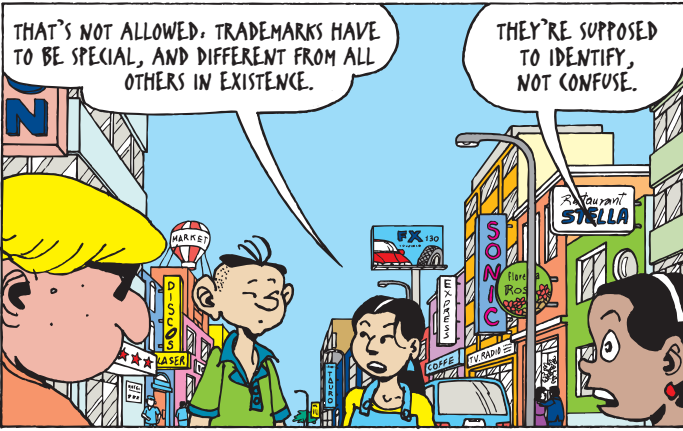
FIND OUT INSIDE!
ALL ABOUT
TRADEMARKS.





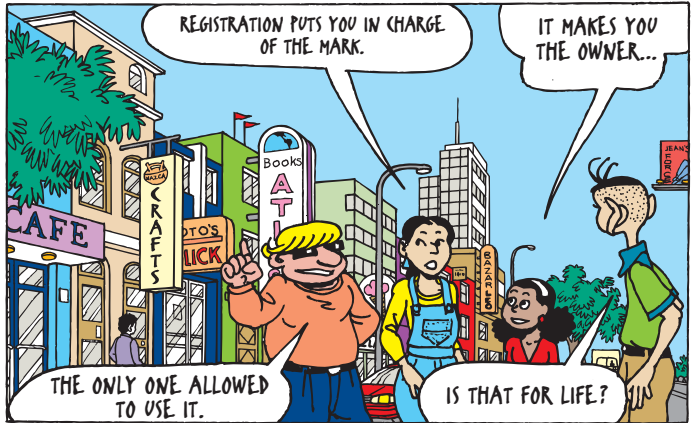




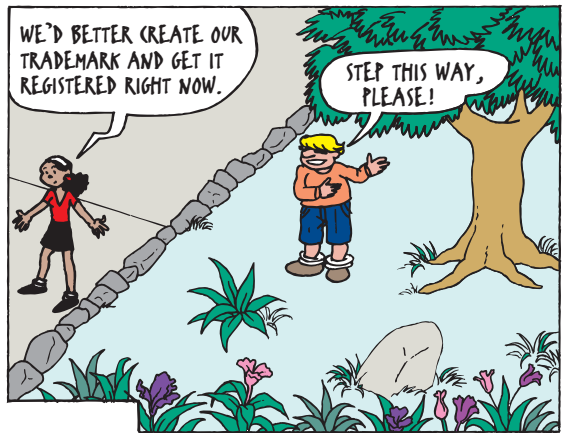


WE REPORT THEM TO THE AUTHORITIES FOR BREAKING THE LAW.



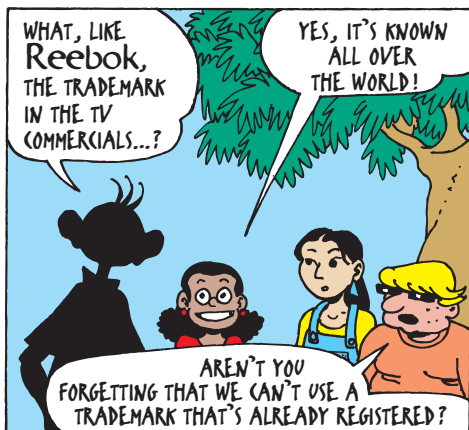
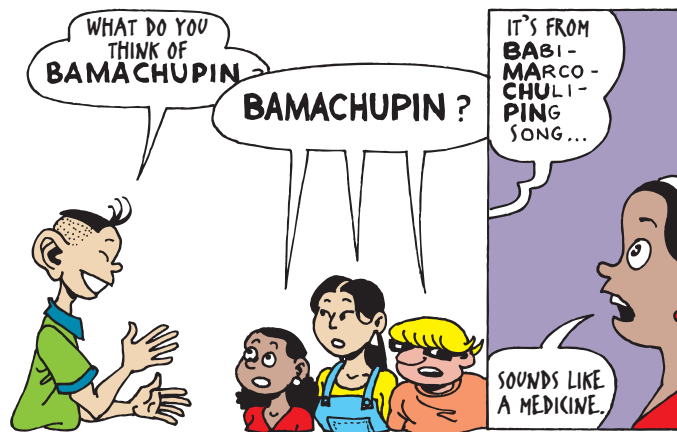


(2) IN SOME COUNTRIES IT IS FOR LONGER.



(1) IN SOME COUNTRIES IT IS POSSIBLE TO PROTECT UNREGISTERED TRADEMARKS.

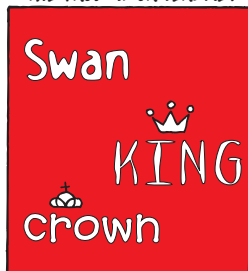




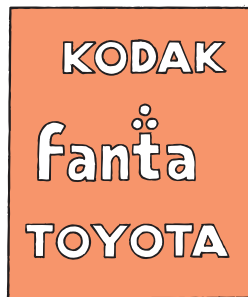
⊙ SUGGESTIVE OR EVOCATIVE. SUCH NAMES SUGGEST THE QUALITIES OF THE PRODUCT OR SERVICE:

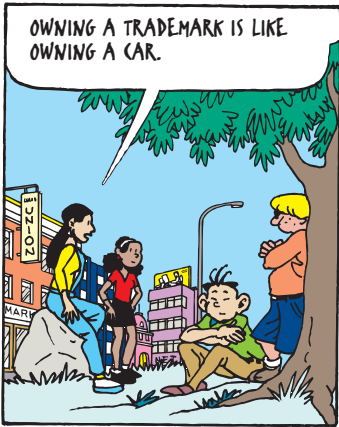


⊙ ARBITRARY. WHERE THE NAMES DO NOT DESCRIBE OR SUGGEST THE QUALITIES OF THE PRODUCT OR SERVICE:

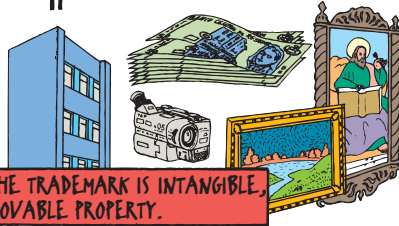


⊙ FANCIFUL. WITH NO SPECIFIC MEANING:





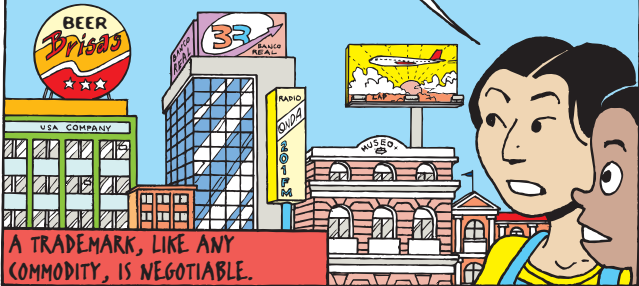
IT IS SOMETHING THAT YOU CAN SELL OR LET SOMEONE USE FOR A WHILE IF HE PAYS FOR IT.



AND WE CAN PRICE IT SO AS TO MAKE A PROFIT?



THAT DEPENDS ON THE MARKET VALUE OF THE TRADEMARK; THAT'S WHY PRESTIGE IS IMPORTANT, REMEMBER?



COME ON GUYS, WE HAVE TO DECIDE ON OUR TRADEMARK!



~~BAMACHUPIN~~ ~~RiBoc~~

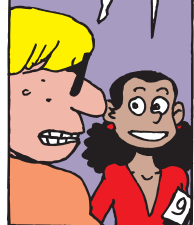
WHY NOT MY NAME, MARCO?

WHY NOT? IT'S AN ARBITRARY MARK!



WHY NOT MARCO VANITY?

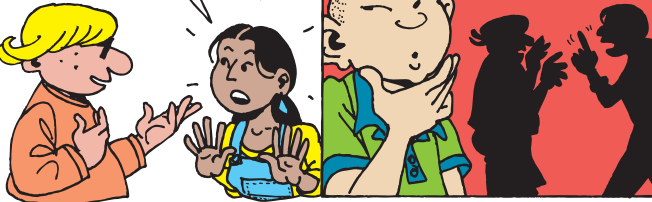
HA HA...



IT DOESN'T HAVE TO BE ME! IT COULD BE
CHULI LÓPEZ

NO!

CHULI LÓPEZ IS MY NAME, IT'S LIKE MY TRADEMARK. I OWN IT, AND I WON'T LET YOU USE IT.



**WATCH OUT
OO THOUGH...**

THERE ARE ALSO
PROHIBITIONS

ON TRADEMARK
REGISTRATION, WHICH
VARY ACCORDING TO
THE LAWS OF EACH
COUNTRY.

WHAT IF WE MADE IT
FORLIFE?



FORLIFE... ♪
CLOTHING FOR LIVING,
FORLIFE... ♪
I LOVE **FORLIFE...** ♪
I WEAR **FORLIFE...** ♪

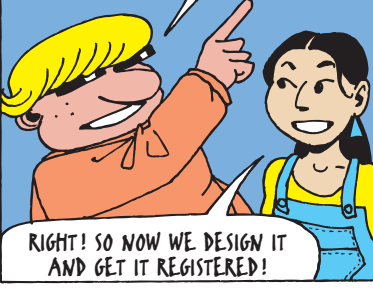


FOR MORE INFORMATION
YOU CAN GO TO YOUR LOCAL
TRADEMARK OFFICE.

I LIKE
FORLIFE!



FORLIFE®
WITH ITS ®
FOR "REGISTERED".



FOR LIFE[®]

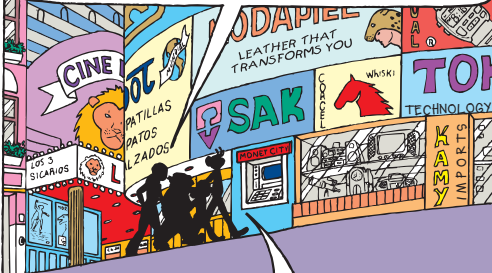


OUR T-SHIRTS WILL BE **FOR LIFE[®]** BUT WHAT IF SOMEONE BRINGS OUT **FOR LIFE[®]** CARAMELS, FOR INSTANCE?



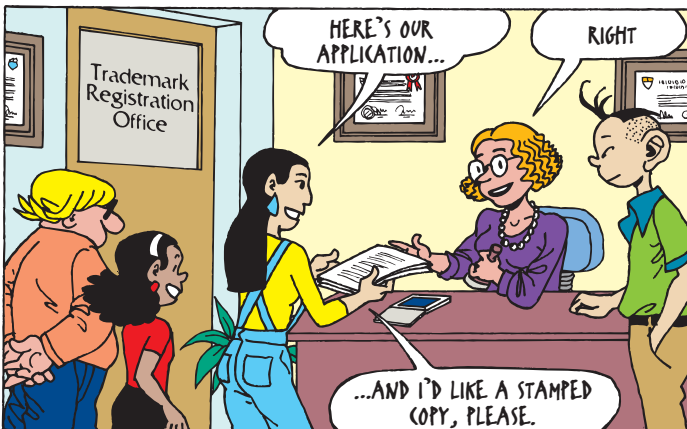
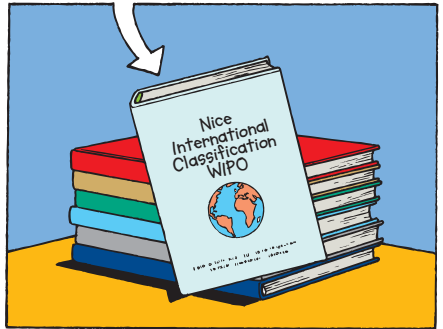
HE CAN DO THAT BECAUSE IT'S A DIFFERENT PRODUCT, WITH NOTHING TO DO WITH OUR T-SHIRTS.

THERE'S NO RISK OF CONFUSION WHEN THE PRODUCTS HAVE NOTHING TO DO WITH EACH OTHER, LIKE CARS AND CAMERAS. THE DIFFERENT PRODUCTS ARE ARRANGED IN DIFFERENT CLASSES.



AND WHO DECIDES ON THE CLASSES?

THE CLASSES OF PRODUCTS ARE DESCRIBED IN THE NICE INTERNATIONAL CLASSIFICATION.



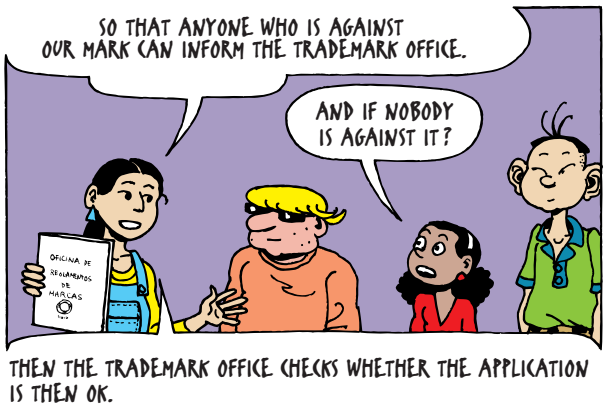
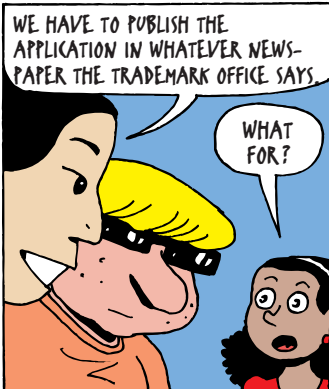
HERE'S OUR APPLICATION...

RIGHT

...AND I'D LIKE A STAMPED COPY, PLEASE.

NOW WHAT?





THEN THE TRADEMARK OFFICE CHECKS WHETHER THE APPLICATION IS THEN OK.



PEOPLE RECOGNIZE IT AND ASK FOR IT.

WIPO Publication No. 483(E) ISBN 978-92-805-0932-8



IT'S BEEN HARD WORK, BUT OUR TRADEMARK HAS GOT A REPUTATION AND NOW...



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